

3-2008

March 2008

Inland Empire Business Journal

Follow this and additional works at: <http://scholarworks.lib.csusb.edu/iebusinessjournal>



Part of the [Business Commons](#)

Recommended Citation

Inland Empire Business Journal, "March 2008" (2008). *Inland Empire Business Journal*. Paper 224.
<http://scholarworks.lib.csusb.edu/iebusinessjournal/224>

This Article is brought to you for free and open access by the John M. Pfau Library at CSUSB ScholarWorks. It has been accepted for inclusion in Inland Empire Business Journal by an authorized administrator of CSUSB ScholarWorks. For more information, please contact scholarworks@csusb.edu.



AT DEADLINE

Action against Health Net for illegal practices

Los Angeles City Attorney Rocky Delgadillo - who disclosed his office's ongoing investigation into the health insurance industry's schemes to maximize profits at the expense of patients - announced he has filed a civil law enforcement action against Los Angeles-based Health Net, Inc., and two of its subsidiaries, for engaging in unlawful and deceptive business practices that lead to the denying or delaying of authorization of claims or cancelling coverage after initially issuing a policy.

"Countless Californians who believe they have insurance actually have policies that aren't worth the paper they're printed on. At a patient's most vulnerable moment, the insurance company won't pay for care, or will cancel the policy altogether," said City Attorney Delgadillo. "Industry schemes to maximize profits at the expense of patients are unfair and unlawful, and they must be stopped."

The city attorney also announced that - based upon evidence developed in the course of his Health Net investigation, he's initiating a criminal investigation of individuals associated with Health Net's illegal bonus payment program for cancellations in violation of California's Knox-Keene Act

continued on page 4



An artist rendering of the California Logistics Centre in Victorville

Construction starts on a one million-square-foot industrial facility in Victorville

It will be the fifth industrial building constructed within SCLC's planned 6.5 million SF Phase I development; Nearly two million SF of property to be delivered by late 2008

Stirling Capital Investments has commenced construction on a one million-square-foot speculative Class A industrial facility situated on approximately 46 acres at Southern California Logistics Centre (SCLC) in Victorville. The completion of the building is anticipated in December 2008 and will join four other buildings at SCLC, bringing a total of nearly two million square feet of property to the market by the end of this

year. The five buildings are part of Phase I development plans which total 6.5 million square feet of industrial space over 350 acres of land.

"We remain bullish on the long-term growth of the Southern California industrial market and are confident users will be attracted to the economic benefits that SCLC offers," said Brian Parno, vice president of Stirling, the master developer of SCLC. "With an abundant amount of land at SCLC, we have a unique opportunity to provide large format buildings with excess truck capacity.

continued on page 18

Two marketing firms join forces

In a revolutionary move for Valley marketing firms, two local businesses have collaborated to design and execute a multi-tiered awareness campaign for University of California, Riverside Palm Desert Graduate Center and the new UCR Desert Lyceum and Summit.

Spearheaded by local businesswoman, Kate Spates of Image

Marketing Concepts, who was retained by UCR Palm Desert to create a new image advertising campaign, the decision was made to include a second firm to provide assistance, which brought Furino/Greene Creative to the mix. "After our initial meeting with UCR Palm Desert, it was clear that

continued on page 31

Special Sections

*Recession by
Suggestion*

pg. 1

Corporate Profile

*TD Smith &
Associates*

pg. 20



*Las Casuelas 50th
Anniversary*

CLOSE UP

pg. 12

Recession by suggestion

All the bad news about Wall Street and other economic issues does more than make us depressed—it makes us stop spending.

If you've been listening to and watching the financial news lately, it's likely that you've been tempted to go pull all of your money out of the bank and the stock market and revert to the tried-and-true personal piggy bank. Yes, it's been all doom and gloom on Wall Street lately, and the financial experts and media pundits aren't afraid to tell us where we are heading: straight into a recession. But the bad (and getting worse) financial situation may not be the only force driving us toward the "R" word. Our susceptibility to mob mentality may be just as big a culprit.

"Recessions are a result of

continued on page 15



IF WE SAID IT OURSELVES, IT WOULD BE BRAGGING.

HealthGrades, the nation's leading independent health care ratings company, examines more than 5,000 hospitals across the country. HealthGrades objective ratings have all kinds of great things to say about Pomona Valley Hospital Medical Center.

For example, we received the highest possible "Stars" ratings for treatment of heart failure and sepsis across all study criteria. We received Five-Star ratings in treating heart failure, stroke, sepsis, appendectomy, pneumonia, maternity care, and hip fracture repair. We also received the 2007 Stroke Care Excellence Award™ and Maternity Care Excellence Award™.

The people at Pomona Valley Hospital Medical Center work long and hard to provide the best in health care and treatment for the community. And we're pleased that data from an independent source shows our quality results are among the best. Because, after all, modesty forbids saying so ourselves.

2008 HEALTHGRADES RECOGNITION:

Highest possible Star Rating for treatment of Heart Failure

Highest possible Star Rating for treatment of Sepsis

Five-Star Rating – Heart Failure

Five-Star Rating – Stroke

Five-Star Rating – Sepsis

Five-Star Rating – Appendectomy

Five-Star Rating – Hip Fracture Repair

Five Star Rating – Maternity Care

Five-Star Rating – Community Acquired Pneumonia



The science of medicine, the art of healing

1798 N. Garey Avenue, Pomona 909-865-9500 www.pvhmc.org

CSUSB receives \$1.1 million gift of software programs for terrorism intelligence analysis

The software programs used by the intelligence and law enforcement agencies to analyze the reams of intelligence on terrorism will be available to students at Cal State San Bernardino's National Security Studies program.

Software company i2—the leading worldwide provider of visual investigative analysis software, data services and mapping for law enforcement, intelligence and the military—will donate its award-winning program "Analyst's Notebook" to Cal State San Bernardino and Long Beach State, said Mark T. Clark, director of CSUSB's National Security Studies program. The software has a value of more than \$1,113,000, Clark said.

"i2's software gift will give our students working experience with the actual analytical programs now being used by our intelligence gatherers. That, in turn, will give our students an additional edge when they apply to agencies, organizations and businesses for jobs," Clark said. "This gift will not only complement an already exceptional program, it will make it even better."

More than 2,000 organizations and Fortune 500 businesses in over 100 countries

use i2 software for investigations and intelligence analysis.

The company, under its Collegiate Outreach Program, will provide five different software suites both for faculty and students in departmental labs. It will also provide technical support and training for each of the software packages for the principal users.

The i2 Collegiate Outreach Program provides eligible universities and colleges with products, support and instructor training for use within degree programs relevant to the intelligence and law enforcement communities.

"Analyst's Notebook" is software used by the intelligence community and federal law enforcement agencies as a tool to understand complex scenarios and volumes of seemingly unrelated data perform analysis and report the results. Former students of the university's National Security Studies program now working in the field of counterterrorism say they use the software daily in their jobs.

Craig Fuher, chair of the National Security Studies Development Board, and Clark participated in a week-long training session on "Analyst's Notebook" at the company's Sacramento office to determine the best possible

way to introduce students to it in the National Security Studies program curriculum. Clark said they will also try to incorporate the software into the CSU Intelligence Community Center of Academic Excellence (CSU-ACE) consortium of which the CSUSB National Security Studies program is the lead agency. The consortium consists of Cal State San Bernardino, Long Beach State and five other CSU campuses: Bakersfield, Dominguez Hills, Fullerton, Northridge and Cal Poly Pomona.

Fuher will be developing a teaching module on "Understanding Terrorist Financing" using "Analyst's Notebook," which he will provide to introductory classes in National Security Studies and for a speaker series with CSU-

ACE.

The next step includes supporting a new class on "Tracking Terrorism in Africa," as part of the NSS program. Cal State San Bernardino Professor Donovan Chau will develop the class using "Analyst's Notebook" as a vehicle for students to learn the subject through new technology, which the NSS program expects to offer for the first time in fall 2008.

For more information on the software or Cal State San Bernardino's National Security Studies program, contact Clark at (909) 537-5534 and visit the National Security Studies program Web site at <http://polisci.csusb.edu/nss/index.php>.

SUBSCRIBE NOW!

You are what you know!

GET THE NEWS YOU NEED

Yes I want to subscribe to the *Inland Empire Business Journal*

☐ One year \$24 annual subscription ☐ Two Year \$48 — Includes 2007-08

☐ My check is enclosed ☐ Book of Lists (A \$30 Value)

☐ Charge to my credit card: ☐ Master Card ☐ Visa

Exp Date _____

Credit Card No. _____

Signature _____

Company _____

Name _____

Address _____

City/State _____

Zip _____

Phone# _____

Make checks payable to: Inland Empire Business Journal
P.O. Box 1979, Rancho Cucamonga, CA 91729
For more info, call (909) 483-4700/Fax (909) 483-4705

INLAND EMPIRE
business journal

SAVE THE DATE

Last year, we had the privilege of hosting the 1st annual National Crime Victims' Rights Week. There was an overwhelming response from the community as nearly 2,000 people marched for victim rights. Please join me and our distinguished speakers once again in observing National Crime Victims' Rights Week by participating in the Victims' Rights March on April 17, 2008 to ensure a victim's voice is heard.

Rod Pacheco
District Attorney
Riverside County

April 17, 2008
11:30AM

Victims' Rights March

From the County Administration Building

4080 Lemon Street (on the corner of 10th & Lemon), Riverside CA 92501

To the steps of the Riverside Historical Courthouse
4050 Main Street • Riverside, CA 92501

To join the Victims' Rights March call (951) 955-9888 or email us at Events@RivCoDA.org
You may also visit us on the web at www.rivcoda.org/VWRightsWeek.html

NATIONAL CRIME VICTIMS' RIGHTS WEEK ★ APRIL 13 - 19, 2008

INDEX

This March in the Inland Empire
Business Journal!

News and Features

How to overcome the 10 biggest mistakes in decision making Making decisions about our careers, our families and our lives is not always easy. LeAnn Thieman gives 10 tips that will help you avoid the common mistakes people make, while also making better personal and professional decisions. 8

Unlock the power and potential of your team: 5 secrets to empower your people and become a better leader If letting go of some responsibilities is a challenge for you, then consider the five secrets to empowering your people and becoming a better leader 10

Why some cultures have to negotiate There are two types of countries in the world—the negotiating and non-negotiating. The U.S. is a non-negotiating country where we only regularly bargain over the very largest purchases such as cars and houses. Most of the world, however, is composed of negotiating countries. Michael Lee says if you want to get as good as the negotiators, you must practice every day 13

Do you provide world-class service? Customers have an overwhelming number of choices to choose from in products and services, leaving them dazed and confused. Michael Guld tells us how you can stand out from a sea of competitors promoting similar offerings 14

How to help any employee go from chump to champ! Four steps to coaching a personal quantum leap As a manager or supervisor, you are in the unique position to influence people who report to you. The trick is knowing what to ask and what to affirm instead of just giving instructions 17

Health Net...

continued from pg. 1

(Health and Safety Code Sec. 1340 et seq.), and others who may have made false statements to the California Department of Managed Health Care regarding these payments, in violation of Penal Code Section 131.

The civil complaint, filed in Los Angeles Superior Court, alleges that the Health Net, Inc., Health Net of California, and Health Net Life Insurance Co. engaged in unlawful, unfair and fraudulent business practices and unfair, deceptive, untrue and misleading advertising in violation of California's

Unfair Competition (Business and Professional Code 17200) and False Advertising (Business and Professions Code 17500) laws.

In the complaint, the City Attorney alleges that Health Net purposefully used false and misleading marketing in an effort to gain more members. Health Net collected applicants' medical history using intentionally misleading forms that called for the applicant to make educated medical judgments. Submitted applications were generally accepted by Health Net without any meaningful review of the accuracy of responses, informed investigation into the medical history of applicants or confirmation

that consumers understood the application.

Only after policyholders submitted claims for medical services did Health Net retroactively conduct investigations into their medical history in order to find discrepancies in the application to allow for a delay in payment or cancellation of coverage.

"This practice of post-claims policy cancellation is unlawful, unfair and fraudulent," said Delgadillo.

Health Net, with over 220,000 members in the Inland Empire, went so far as to create a secret unit to cancel policies. The company routinely provided benchmarks - including goals for number of rescissions

per year and dollars in claims denied - as well as economic incentives to individuals responsible for post-claims rescission, with bonus payments for reaching company goals. The division met or exceeded its goals every year, denying more than \$35 million in claims between 2003 and 2006.

The civil suit seeks to enjoin Health Net and its agents from engaging in the illegal activities outlined in the complaint and order Health Net to comply fully with the law. In addition, the suit asks the court to assess civil penalties of \$2,500 for each violation of the

continued on page 16

Columns

Investments and Finance 9

Management 10 & 17

Commentary - Opinion 11

Close-Up 12

Negotiation 13

Sales 14

Real Estate Notes 15

Executive Notes 18

The Lists:

MBA/Executive Programs in the Inland Empire 19

HMOs and PPOs Serving the Inland Empire 25

Largest Residential Real Estate Builders in the Inland Empire 27

Corporate Profile 20

Computers/Technology 29

Restaurant Review 37

Manager's Bookshelf 38

New Business Lists:

County of San Bernardino 40

County of Riverside 41

Executive Time Out 44

Actiga appoints new CFO

A leading pioneer in active gaming, announced the appointment of Albert L. Cervantes as Actiga's chief financial officer.

"Al's extensive and global financial background in the entertainment industry, proven track record, and operational know-how will be of tremendous value to Actiga as we execute on our growth strategies," said Amro Albanna, chairman and CEO of Actiga. "His years of experience in negotiating and securing credit facilities and growth capital will be instrumental to achieving Actiga's long-term operational and financial goals."

Cervantes, 54, spent more than a decade in the entertainment business, serving as vice president of finance and administration at KTTV Channel 11, a Los Angeles-based television station, where he oversaw all financial reporting, budgeting, forecasting, payroll, risk management, credit and billing and collection systems. Prior, Cervantes was vice president controller at Fox Inc., a global entertainment corporation, and director of corporate accounting at Twentieth Century Fox Film Corp., where his primary responsibility was to oversee and maintain the overall integrity and compliance of financial and accounting systems.

Immediately prior to

joining Actiga, Cervantes served as chief financial officer of Soboba Band of Luiseno Indians where he was responsible for strategic planning of future commercial developments, closed a \$45 million line of credit and negotiated a \$300 million loan for new construction financing, in addition to directly controlling all tribal financial and accounting activities. Previously, Cervantes served as chief financial officer and vice president of finance and administration for Protection Service Industries, where he designed, implemented and enforced Securities and Exchange Commission (SEC) compliant financial systems and controls, including Sarbanes-Oxley compliance.

Cervantes earned a bachelor's degree in economics from Stanford University, and a master's degree in finance and accounting at the University of California, Los Angeles. He is a certified public accountant.

Actiga Corporation is a leading pioneer in active gaming. The company's mission is to empower users to enjoy real-life, natural motion game play controllers that provide access to revolutionary downloadable 3D games and PC/Console-based video games. Visit <http://www.actiga.com>.

INLAND EMPIRE
business journal

PUBLISHED BY
Daily Planet Communications, Inc.

MANAGING EDITOR
Ingrid Anthony

PUBLISHER'S ADVISORY BOARD

Julian Nava, Ph.D., Former U.S. Ambassador to Mexico
Barbara L. Crouch, Human Resource Consultant
Cliff Cummings, Toyota of San Bernardino

CORRESPONDENTS AND COLUMNISTS

LeAnn Thieman Lee Froeschheiser Michael Lee Michael Guld
David Benzel J. Allen Leinberger Ingrid Anthony Henry Holzman
Christine Rolfe Joe Lyons

STAFF

Travel Editor: Camille Bounds Administrative Asst.: Janette Damian
Art Director: Carlo Alor Consultant: Mel Pervais
Sales: Mitch Huffman

Vol. 20, No. 3, March 2008 — Inland Empire Business Journal is published monthly by Daily Planet Communications, Inc., 2910 East Inland Empire Boulevard, Suite 107, Ontario, CA 91764. (909) 483-4700. Bulk rate U.S. postage paid, Ontario, CA, permit No. 1. Send address changes to: Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729. Information in the Inland Empire Business Journal is deemed to be reliable, but the accuracy of this information cannot be guaranteed. The management of the Inland Empire Business Journal does not promote or encourage the use of any product or service advertised herein for any purpose, or for the purpose or sale of any security. "Inland Empire Business Journal" trademark registered in the U.S. Patent Office 1988 by Daily Planet Communications, Inc. All rights reserved. Manuscripts or artwork submitted to the Inland Empire Business Journal for publication should be accompanied by self-addressed, return envelope with correct postage. The publisher assumes no responsibility for their return. Opinions expressed in commentaries are those of the author, and not necessarily those of the Inland Empire Business Journal. Subscription payment must accompany all orders for the monthly journal or annual Book of Lists. Copyright 2000 Daily Planet Communications, Inc.

Quote of the day-on wealth

"To acquire wealth is difficult, to preserve it more difficult, but to spend it wisely most difficult of all."
Edward Day

"It requires a great deal of boldness and a great deal of caution to make a great fortune, and when you have got it, it requires ten times as much wit to keep it."
Ralph Waldo Emerson

Mt. San Jacinto State Park and Wilderness

MAJESTIC

Top of the Tram is the perfect place for a festive holiday dinner party or event. Exciting banquet and meeting amenities! Exceptional new menu and food service with breathtaking panoramic views! Deliver a truly majestic experience by planning your holidays with us.

YOUR ADVENTURE STARTS HERE

760 325-1449
pstramway.com

PALM SPRINGS
Tram

Valley banker takes credit reins at Desert Commercial Bank

Jack Brittain, Jr. has joined Desert Commercial Bank (OTCBB:DCBC) as executive vice president and chief credit officer. Brittain assumes responsibility for managing all aspects of credit risk and loan administration for the locally owned bank, whose customer base reaches throughout the counties of Riverside and Imperial.

A 20-year resident of both the Imperial and Coachella Valleys, Brittain served as executive vice president/chief credit officer for Valley Independent Bank (VIB) was later acquired by Netherlands-based Rabobank) from 1988 to 2005. During his tenure, the El Centro bank embarked on a long period of sustained growth, taking its asset base from \$42 million to \$2.7 billion. Since leaving VIB, he has held executive management positions with Temecula Valley Bank and Irvine-based MetroPacific Bank.

In his new post, Brittain reunites with president and CEO Tony Swartz, another former member of the VIB senior management team. Together, the pair bring more than 70 years of business banking experience to Desert Commercial Bank, whose diversified loan portfolio includes construction, commercial, agri-business and commercial real estate.

"Having financed millions of dollars worth of business expansion in El Centro, Palm Desert and their contiguous communities, Jack brings a keen understanding of how unique these markets are," said Swartz. "That knowledge, coupled with his deep experience in portfolio management and credit administration, make him an ideal leader for our lending operations."

Desert Commercial Bank reported assets of \$153 million

as of Dec. 31, 2007, while deposits stood at \$150 million.

The De Novo bank opened its first location in Palm Desert in June 2005, following an over-subscribed investor offer-

ing that raised \$16.5 million in capital. Less than a year later, ownership raised another \$8 million in capital from Imperial County investors and opened its branch in downtown El

Centro. Desert Commercial Bank is the only locally owned and originated community bank with full-service branches in both the Coachella Valley and Imperial Valley.

This Holiday Season, Give The Gift Of A Smile.

Today, millions of children in developing countries are suffering with cleft lip and palate. Condemned to a lifetime of malnutrition, shame and isolation.

The good news is that virtually all of these children can be helped. This is the mission of The Smile Train. We empower local surgeons to provide this life changing free cleft surgery which takes as little as 45 minutes and costs as little as \$250. It gives desperate children not just a new smile—but a new life.

100% of your donation goes toward programs — 0% goes toward overhead.

YES, I want to give a child a second chance at life.

- ☐ \$250 Provides cleft surgery for one child. ☐ \$ 50 Provides medications for one surgery.
☐ \$125 Covers half the cost of one surgery. ☐ \$ ____ We'll gratefully accept any amount.

Name _____ Address _____
 City _____ State _____ Zip _____
 Telephone _____ eMail _____
 Charge my gift to my credit card: ☐ Visa ☐ MasterCard ☐ AMEX ☐ Discover
 Account No. _____ Exp. Date _____
 Signature _____

Send this coupon with your donation to:

The Smile Train
 P.O. Box 1979

Rancho Cucamonga, CA, 91729-1979

Z05121003ZFB04

Make check out to
"The Smile Train."



TheSmileTrain
 Changing The World One Smile At A Time.
 1-877-KID-SMILE
 www.smiletrain.org

*All nonprogram expenses, such as overhead and fund-raising, are paid for with start-up grants from our founding supporters. The Smile Train is a 501 (c)(3) nonprofit recognized by the IRS, and all donations to The Smile Train are tax-deductible in accordance with IRS regulations. © 2005 The Smile Train.

Electronic checking revolution

CO-OP Financial Services, the first ATM processor to provide end-to-end check imaging technology to credit unions, is now offering a full suite of digital tools to capture, proof and clear checks. The products include CO-OP ATM Check Imaging, CO-OP Fast Branch (kiosks) and CO-OP My Deposit (home), with CO-OP Branch Deposit and CO-OP Retail Deposit set to debut later this year.

"Check imaging has rapidly matured and is now capable of supporting all electronic consumer and business checking," says CO-OP President/CEO Stan Hollen. "CO-OP is at the forefront of the movement by presenting an entire slate of check imaging software, bundling ATM, kiosk, home, branch and retail image processing technologies for credit unions. And it's a simple system, which allows us to use the same technology for each touchpoint."

"Credit unions can now securely transport digital checks, which saves time and costs. This technology is also valuable to members, so credit unions can leverage the convenience of check imaging to gain market share, especially among younger, tech-savvy audiences."

The benefits of check imaging include a reduction in fraud and transaction errors, as well as processing, courier, postage and back-office costs, and an increase in funds availability for credit unions and their members. And today, more than three years since the passage of Check 21 (legislation that provides for financial institutions to use a legal equivalent for original checks), electronic image capture and processing is expected to soon remove paper checks from the clearance and settlement cycle.

"Image processing is the future, the near future," says Hollen. "This is no longer simply a trend; it's becoming a way of life, and credit unions should

convert to check imaging or expect lower profits."

Established in 1981 and located in Rancho Cucamonga, Calif., CO-OP Financial Services (formerly CO-OP Network) is the nation's largest credit union service organization. Wholly-owned by its credit union

shareholders, CO-OP provides volume discounts on products and services that include ATM network access, ATM processing, debit/card services and shared branching. With nearly 3,000 credit union members, 25,000 surcharge-free ATMs (including 6,500 deposit-taking), 120 million-plus monthly transactions

and 26 million cardholders, CO-OP Financial Services is the No. 1 credit union EFT network and processor in the U.S. financial services industry. CO-OP Financial Services' membership has access to 800,000 ATMs worldwide through links to NYCE, STAR, Cirrus, Pulse and Plus.

SOME PERFORM STRANGE RITUALS TO ACHIEVE SUCCESS.



SMART ENTREPRENEURS SIMPLY CHOOSE ELK GROVE.

It's the natural location to start a new business or grow an existing one. Elk Grove has a wealth of educated workers who would love to work where they live. Our businesses profit from easy access to Interstate 5, Highway 99 and Sacramento Airport. With such a safe and hospitable environment, it's no wonder that Elk Grove is known as one of the fastest growing cities in the country. Break the superstition habit. Come discover what many entrepreneurs here have already concluded. Elk Grove means business and business is good.



CITY OF ELK GROVE
 PROUD HERITAGE. BRIGHT FUTURE.

www.elkgrovecity.org • 916.683.7111

How to overcome the 10 biggest mistakes in decision making

By LeAnn Thieman

Sam, a corporate lawyer with a stressful job, recently admitted, "I really wanted to be a lawyer growing up, but I didn't realize how much time I would be spending away from my family and friends." Because he spent so many years in school and so much time honing his legal skills at a top-notch firm, Sam felt "stuck" with his job. Then he realized he could make a change. Sam remembered why he went into law in the first place - to help families in need - and took the necessary steps to switch his corporate law career to one in family law. By using the steps below, Sam was able to make a positive change in his life, by carefully thinking through his decision.

Making decisions about our careers, our families and our lives is not always easy. Following these 10 tips will help you avoid the common mistakes people make, while also making better personal and professional decisions:

1. Not taking enough time.

Sometimes we make decisions in the spur of the moment, under times of stress when the adrenaline is pumping. These are not the best circumstances to make any decision, big or small. You've likely been in situations like that. You're in a meeting and someone calls for help on a project, and you raise your hand and you are it. You are involved, and you said "yes" again before really thinking it through. Other times, decisions are made too quickly by mis-spoken words. Too often, in the heat of the moment, angry or hurtful words are said in haste, without forethought, and lives

are changed forever.

By simply taking more time to think about the pros and cons of your decision and weigh out the consequences, you can help stop yourself from making a mistake.

2. Lacking peace.

Bad decisions are made in stressful, chaotic situations. Good decisions are made in a place of peace, when you can take the time, space and solitude to make healthy choices. Even small, ordinary ones should be made this way. Try taking deep breaths in a quiet environment to evaluate the facts before you decide. When a decision is big, maybe even life changing, get out of Dodge, so to speak. Find a quiet place for an overnight stay, unaffected by the stress and turmoil. It is there, in a neutral place of peace, a good decision can be made.

3. Wallowing in chaos.

Another mistake people make is wallowing in the chaos of everyday life, or listening to too many other people. If it's a choice that affects you, it's critical to listen to your own inner voice, which cannot be heard in the chaos. You can call this voice intuition, conscience, a divine spirit, higher consciousness - whatever fits your belief system. That small voice is your built-in guide. It must be listened to, respected and followed. To find that voice, get out of the chaos. Find quiet. Be still and listen. Then follow that inner voice.

4. Not considering priorities.

Occasionally we make decisions that are not consistent with our priorities. We

give lip service to one thing, claiming it is a priority in our lives, yet we make decisions that detract us from the very thing we say is the most important to us. However, if we make a list or just think about the priorities that are important, we can make better choices for ourselves and loved ones.

5. Failing to heed what's best for you.

Too often we decide things without thought to our needs and wants. The same qualities that call us to be responsible team members are the same qualities that allow us to short-change ourselves. Think of what is best for you. That may not fall in line with what is best for your friend, or your husband, or your boss but you must listen to what is right for you.

6. Neglecting your values.

Sometimes we make decisions that are not in alignment with our values. The world would be a better place if we all followed the Rotary Four-Way Test in our business and professional lives: Is it the truth? Is it fair to all concerned? Will it build goodwill and better friendships? Will it be beneficial to all concerned? After considering these elements, then make your choice.

7. Ignoring what's right.

Too often we make decisions that are not right today, but we think they will be in the long run. Perhaps we twist the numbers just a bit, or inflate the resume a little, or step on someone on our way up, believing it will be worth it in the long run. That never works, not in the end. It takes a lot of courage to make the deep-

down-in-your-gut-you-know-it's-right decision today. Listen to that inner voice and trust that the rest will be taken care of.

8. Avoiding the truth.

Critical to good decision making is telling the truth. Many times we will say things to please others, or avoid saying something that will hurt. It's important to ensure every word that comes out of your mouth is true, whether the statement is big or small. If the project takes two weeks, don't say one week. If it costs \$200, don't say \$190. Honesty is indeed the best policy. Will Rogers was right when he said, "Tell the truth. It's a lot easier to remember."

9. Forgetting how to say "No."

To make good decisions, there are times we need to just say, "no." This is hard for many of us to do, since we think we need to be all things to all people. The truth is, we don't have to give a reason for why we can't help. All we have to do is say, "I'm sorry I can't, I have another commitment." That commitment can be taking care of ourselves, our families, our priorities. When it's hard, remember that it is only when you step back that others can step forward. Every time you say, "yes," it deprives another person of an opportunity. When you decline, it gives them a chance to serve, to learn, to grow.

10. Procrastinating.

Sometimes making a decision is difficult, so we postpone it ... and postpone it. But not to decide is to decide. No decision

continued on page 16

DUFF & PHELPS/INLAND EMPIRE BUSINESS JOURNAL STOCK CHART

THE GAINERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
National RV Holdings Inc	0.32	0.10	0.22	220.0%
Channell Commercial Corp	1.39	1.19	0.20	16.8%
Pacific Premier Bancorp Inc	7.48	6.85	0.63	9.2%
Hansen Natural Corp	41.81	38.56	3.25	8.4%
Provident Financial Holdings Inc	17.31	16.11	1.20	7.4%

THE LOSERS

Top five, by percentage

Company	Current Close	Beg. of Month	Point Change	%Change
PFF Bancorp Inc	8.84	12.51	-3.67	-29.3%
Modtech Holdings Inc	0.48	0.66	-0.18	-27.3%
CVB Financial Corp	9.82	11.15	-1.33	-11.9%
Fleetwood Enterprises Inc	4.22	4.68	-0.46	-9.8%
American States Water Co	32.29	34.52	-2.23	-6.5%

	Ticker	2/21/08 Close Price	1/22/08 Open Price	% Chg. Month	52 Week High	52 Week Low	Current P/E Ratio	Exchange
American States Water Co (L)	AWR	32.29	34.52	-6.5	46.14	31.89	20.8	NYSE
Channell Commercial Corp (L)	CHNL	1.39	1.19	16.8	6.01	1.08	NM	NASDAQ
CVB Financial Corp	CVBF	9.82	11.15	-11.9	13.00	8.50	13.6	NASDAQ
Fleetwood Enterprises Inc (L)	FLE	4.22	4.68	-9.8	11.41	3.75	NM	NYSE
Hansen Natural Corp	HANS	41.81	38.56	8.4	68.40	32.50	32.4	NASDAQ
HOT Topic Inc	HOTT	5.53	5.55	-0.4	12.11	3.90	15.7	NASDAQ
Modtech Holdings Inc (L)	MODT	0.48	0.66	-27.3	4.37	0.48	NM	NASDAQ
National RV Holdings Inc	NRVH	0.32	0.10	220.0	3.26	0.04	NM	AMEX
Pacific Premier Bancorp Inc	PPBI	7.48	6.85	9.2	12.05	5.91	13.6	NASDAQ
PFF Bancorp Inc	PFB	8.84	12.51	-29.3	33.55	7.12	NM	NYSE
Provident Financial Holdings Inc	PROV	17.31	16.11	7.4	28.74	12.00	17.0	NASDAQ
Watson Pharmaceuticals Inc	WPI	27.26	26.11	4.4	33.91	23.90	20.0	NYSE

Notes: (H) - Stock hit fifty two week high during the month, (L) - Stock hit fifty two week low during the month, NM - Not Meaningful

Duff & Phelps, LLC

One of the nation's leading investment banking and financial advisory organizations. All stock data on this page is provided by Duff & Phelps, LLC from sources deemed reliable. No recommendation is intended or implied. (310) 284-8008.

Five Most Active Stocks

Stock	Month Volume
Hansen Natural Corp	21,925,705
Watson Pharmaceuticals Inc	19,945,033
HOT Topic Inc	10,116,542
Fleetwood Enterprises Inc	9,611,880
CVB Financial Corp	9,141,700

D&P/IEBJ Total Volume Month 77,770,803

Monthly Summary

2/21/08

Advances	6
Declines	6
Unchanged	0
New Highs	0
New Lows	4

MANNERINO LAW OFFICES



"Laws were made to be broken"
Christopher North, May, 1830

"Had laws not been, we never had been blam 'd; for not to know we sinn 'd is innocence"
Sir William Davenant
1606-1668

10681 Foothill Blvd. Suite 280 Rancho Cucamonga, CA 91730
tel. (909) 980-0630 fax. (909) 948-8674

MANAGEMENT

Unlock the power and potential of your team: 5 secrets to empower your people and become a better leader

By Lee Froschheiser,
president and CEO of MAP Consulting

As the boss or manager of your company, do you frequently feel like things are spinning out of control? If the answer is yes, you're not alone. All too often, employers find themselves struggling to keep pace with the day in, day out responsibilities of the job. Yet it's usually their ownership of these responsibilities - and the fear of letting go of them - that bogs down the workplace and stifles overall success.

If letting go has been a challenge for you, then consider the following five secrets to empowering your people and becoming a better leader. Each has the ability to unlock the power and potential of your team, enabling your company to achieve the success it deserves.

1) Find an accountability coach. Just as you would consult an attorney on how to handle your company's legal issues, find someone who is impartial to assess and improve upon your leadership style, as well as hold you accountable for your own success. Tough as it may be to let someone coach you on your current approach and make suggestions for change, this person has one key, crucial mission: to help you achieve your full potential as a leader. Businesses that fail to see the value of an accountability coach rarely instigate crucial change on their own, or take their leadership and the company to a greater level of achievement.

2) Become an empowering leader. To become an empowering leader, you must first determine what kind of leader you are today, using what's called the "empowerment pendulum." On a scale of 1 to 10, do you lean toward the control side (1) of managing your employees, or is your

management style more on the empowerment side (10)?

Ideally, you want to empower others, and that's accomplished through training, coaching, accountability, and supporting employees by providing the resources and opportunities to learn from mistakes. It's also achieved by trusting your employees and making sure their values align with your company's values.

Most importantly, you must demonstrate empowering behavior. All too often, company owners or managers say, "Hey, I want to be empowering!" But when an employee asks for help, they give them the answers, rather than require that person to seek the solutions for themselves. Even worse, they do the employee's job for them, wearing what's called the Big Red "S" for Supermanager.

If you're doing everything yourself, it's likely that you're wearing this Big Red "S." Shed this responsibility by getting the right people around you so you can delegate to your team, hold each member accountable, and empower your staff. After all, accountability is empowerment.

3) Establish and maintain fundamental business practices, policies and procedures. In everything you say and do, you must stay focused on practical solutions. Ask yourself what works and what doesn't because the answers to these basic questions will uncover the secrets to running your business effectively. They will also shed light on the six business fundamentals: leadership, mission, vision, values, and strategies and goals. Ultimately, you'll need to define, establish, implement, track and evaluate each of these core fundamentals. If this sounds like a massive under-

taking, relax! The good news is you will not be the one doing all the work for a change. Instead, you'll be training and managing your team to carry out these business fundamentals. Through this effective leadership approach, you'll be able to relinquish unnecessary control of the company and turn your attention toward developing your business instead.

4) Focus on the company's vital factors. You know it's important to monitor your body's health with regular checkups that measure and evaluate your vital signs. For example, if you discover that your weight or blood pressure is too high, you change your diet and exercise. This often has a domino effect, improving other vital signs as well.

When it comes to a company's health, an effective leader should also focus on vital signs, or what is called the organization's "vital factors." These are the crucial components that must be measured and accomplished for an efficient system. As the boss or manager, it's your job to define both the company's and your employees' vital factors, determine how to impact these vital factors, and then teach your team to do so as well. This is most often done by measuring and creating ways to improve, as well as using a planning checklist that outlines how to fix each part of your company's system. As you repair the system, you'll start a chain reaction of change - the domino effect that enables overall business success.

5) Create passion with your people. This is the final secret to unlocking your team's power and potential. And any leader can do this by motivating and inspiring employees, but a truly effective leader goes one step further and

implements accountability. As mentioned, accountability is empowerment, and empowerment breeds passion. This boils down to measuring employee performance and taking appropriate, timely action.

Many employers fail to implement accountability out of fear or because they view "taking action" as a negative. They believe this means pulling the employee aside to discuss how he or she is not improving, despite training and numerous opportunities to excel. But accountability can also be - and should be - a positive experience. For example, when someone is doing a specific task right, you can give positive performance feedback, yet still hold this person accountable.

Whether you're delivering negative or positive feedback, don't wait until performance reviews to hold someone accountable. At that point, your feedback is usually old news. Instead, impassion your employees with daily feedback - whether it's on the phone, in the hallway, or during project status discussions, etc. Vital factor meetings, where you're discussing the company's health, can also foster an environment that's great for performance checkups.

Always be on the lookout for ways to proactively impassion your team. Accountability is the most underused tool on the part of managers, yet it's probably the most important. By learning to let go of the reins a little bit and pass on responsibilities to your staff members, you will unlock the power and potential of your organization.

For more information call
MAP Consulting at 1-888-834-3040 or visit
www.MapConsulting.com.

COMMENTARY - OPINION



Defining the source of the budget problem

The Legislature is considering recommendations to begin dealing with the state's budget crisis that now is a projected \$14.5 billion deficit.

Some have indicated that a solution to the problem is to "raise revenue" in addition to curtailing spending. The phrase "raise revenue" is code for "raising taxes" and is nothing I or any of my Republican colleagues believe is the answer to this problem.

First, we have to pinpoint the source of the problem. I have always believed it is a spending, not a revenue problem. Considering that revenues are expected to increase from \$96 billion in the 2006-07 budget cycle to \$103 billion - a \$7 billion increase - for the 2008-09 budget, it's crystal clear to me that the problem is not "raising revenue."

Now consider that during that same period spending is projected to increase from \$102 billion in 2006-07 to \$111.4 billion in 2008-09, and you can clearly see that the problem is controlling our spending.

To me it's just common sense that the State of California should do what we

expect every hard working family in California to do - and that is to keep its spending in line with revenue.

To accomplish this goal, I believe it's important that the Legislature be guided by the following principles:

First, we need to prioritize the various functions of government and decide what areas can be trimmed or eliminated.

Second, we need to focus on cutting fraud, waste and abuse in government. Remember, eliminating fraud, waste and abuse by just one percent will result in a savings of more than \$1 billion annually to the general fund.

Third, the state should also look to contracting out many of the government services to the lowest bidder in an effort to save tax dollars.

The mid-year adjustments the Legislature considers will be the beginning of what promises to be a very challenging budget year. But I don't believe that raising taxes to bring our revenues in line with our spending is the answer. Revenue is not and has never been the source of California's budget problem.

Letters to the Editor:

Why I am voting for me!

Back in high school when dinosaurs roamed the Earth, I was a Kennedy Democrat.

I believed that we should "Ask not what our country can do for you, but what you can do for your country."

Today the rest of the world has swung over to my left leaving me looking like some sort of radical right wing Fascist conservative Republican. I feel like Gloria Swanson in "Sunset Boulevard." To her, the pictures got smaller. To me the rest of the world got liberal.

That being said, I am not happy with the way this year's Presidential campaign is going. For one thing, why did it start last year? This has been worse than seeing Christmas decorations in the stores before Halloween.

Plus, as I recall, there were about eight or nine potential candidates in each party throwing their hats into the proverbial ring back then.

Then came the stupidest part of the race. Does anybody really care what they think in Iowa or New Hampshire? Every four years the media would have us believe that the political center of the universe is just outside of Des Moines. Groups of people from the heartland get together for

coffee and sandwiches. It is not even a real election. They decide who will go forward and who will drop out.

Now, following the Super Tuesday silliness, we are down to two mediocre Democrats. One's claim to fame is the toothiest smile since Jimmy Carter; the other is related to a past President. (OK, that is a tradition that has run from John Quincy Adams right up to George W.) Nonetheless, there are those who feel that neither one can go to the convention with the votes they need. This is already being called a disaster for the Democratic Party.

"Superdelegates" will run unchecked. Convention chaos is being predicted.

Joe L.

Editor's Note: This opinion/letter does not necessarily reflect the views and/or opinions of the Inland Empire Business Journal, its staff, advertisers, advisors, personnel and board members. We offer, therefore, other opinions and views to reply within space limitations. We may or may not print opposing opinions and views.

08-09 Book of Lists

Reserve your advertisement space today
in the Inland Empire's premier reference tool.
Call Bill Anthony at 909-483-4700 or
fax for information at 909-483-4705



CLOSE-UP

Las Casuelas original celebrated 50th anniversary with gold ribbon cutting

Honoring the memory of their legendary parents, the family of valley restaurant pioneers Maria and Florencio (Del) Delgado, observed the 50th Anniversary of "Las Casuelas Original" with an historic gold ribbon-cutting ceremony held at the restaurant on Feb. 28th at 368 N. Palm Canyon Drive.

Participating in the ceremony was valley icon Frank Bogert—who officiated on behalf of the City of Palm Springs at the restaurant's original ribbon-cutting with Del and Maria 50 years ago—along with current Mayor Steve Pougnet, officials with the local Chamber of Commerce and Congresswoman Mary Bono's office.

Las Casuelas Original, opened in February 1958 and is now owned by daughter, Florence Delgado, is the first of five renown Mexican restaurants founded by Del and Maria in the

Coachella Valley. The other restaurants, also owned and operated individually by family siblings, include Patty Delgado Service's Las Casuelas Terraza, Palm Springs; Joaquin Delgado's Las Casuelas Nuevas, Rancho Mirage and Casuelas Café, Palm Desert; and Robert Delgado's Las Casuelas Quinta in La Quinta.

About Maria and Florencio Delgado

Family matriarch, Maria Tagle Delgado, who died last December, was born on March 17, 1925 in El Paso, Texas. At the age of 16 she moved to San Bernardino, and four years later married Florencio (Del).

The couple began cooking Mexican food in Colton in 1955 at a restaurant named Armida's Drive-In. The small business success and a pioneering spirit eventually brought the

Delgado's to Palm Springs.

In February 1958,

Maria and Del opened the Original Las Casuelas in downtown Palm Springs. Now operated by their daughter, Florence, and her daughters, Alana and Crystal, the hallmark establishment was then and continues to be the signature of more than 50 years of a rich family legacy.

In 1973, the Delgado's relied on their superior business instincts and opened Las Casuelas Nuevas in Rancho Mirage. In the heart of what was then miles of open road, this decision proved to be one of the smartest the valley has seen. The popular establishment is now operated by Joaquin and his wife, Sharon, along with their son and daughter-in-law, Andres and Tajah Delgado. Joaquin and Sharon also operate the Casuelas



Del and Maria with Maria's parents

Café in Palm Desert along with their partners Ray and Kathi Rodriguez.

Maria's incredible foresight and legacy continued in 1979 when she watched her eldest daughter, Patty Delgado Service, open Las Casuelas Terraza, also in Palm Springs in an historic downtown Spanish colonial-style landmark. The Delgados proved that opening a new restaurant just down the street from the original was indeed a way to secure its place in the community.

Long before the development growth in the eastern end of the valley, the Delgado's son, Robert, and his wife, Lisa, used the family foresight that brought them to the desert in the beginning and decided to expand their restaurant business eastward. They planned for a hacienda-style restaurant on the vacant corner of Hwy 111 and Washington. That vision came to reality with the newest addition to the family tradition Las Casuelas Quinta which opened in 2003. Fulfilling Del and Maria's dream, now each of the five restaurants is run by one of the Delgado's children.

In October of 2006, Del

continued on page 35



Del and Maria in San Bernardino



(L to R) Del, Frank Bogart and Maria

Senator Dutton partners with COHA to protect hunting license stamp and tag revenue

Legislation that would ensure money collected through the sale of hunting tags and stamps would be used for game species and their habitats has been introduced by Sen. Bob Dutton (R-Rancho Cucamonga).

SB 1172, introduced by Senator Dutton would specifically protect the money from sales of hunting tags and stamps for bear, elk, upland game birds and deer. The measure would also mandate that such revenues can only be used for certain game species-related purposes.

According to Senator Dutton the bill would also create the opportunity for sportsmen's organizations to provide input to the Department of Fish and Game (DFG) as to the types of projects or activities approved for funding from the accounts, while allowing such groups to assist with much-needed conservation efforts.

The measure is supported by the California Outdoor Heritage Alliance (COHA).

"It only makes common sense that when hunting tags or stamps are purchased, that the money raised from those sales goes back towards funding those habitats," said Senator Dutton.

Senator Dutton pointed out that SB 1172 is modeled on existing state law that specifically governs the annual use of state duck stamp revenues. In 2006, that law helped ensure that approximately 99 percent of such revenues were used for water-

fowl programs. Conversely, only about 62 percent of monies derived from the sale of deer tags, for example, were expended that year to benefit deer and their habitat.

"We already ensure that the revenue collected from the sale of duck stamps is used for waterfowl programs, so SB 1172 just ensures that the sale of tags and stamps for bear, elk, deer and upland game birds is spent to help the same species that they were collected for," said Senator Dutton.

In addition, SB 1172 would mandate that any land purchased by the state with specified hunting license stamp or tag revenue be open for public hunting opportunities.

"This long-overdue measure would help curtail the annual misuse of sportsmen's dollars within state government, and ensure that more money is available on the ground for game species habitat enhancement, population monitoring and hunting opportunity," stated Mark Hennelly, vice-president of COHA.

The first hearing on SB 1172 will likely be in April. Hunters and other concerned sportsmen are urged to send letters of support to the office of Senator Bob Dutton as soon as possible.

For more information, please visit www.senate.ca.gov/Dutton or e-mail: Senator.Dutton@senate.ca.gov.

Why some cultures have to negotiate

By Michael Lee

Did you ever notice that some cultures just seem to have to negotiate every transaction - big or small? You might even tell them that the price of your product or service isn't negotiable and yet they still persist. Why don't they get it?

The answer is simply, "cultural differences." There are two types of countries in the world - negotiating and non-negotiating. The United States is a non-negotiating country where we only regularly bargain over the very largest purchases such as cars and houses because here money is relatively plentiful while time is a scarce commodity. In fact, we have a saying that, "Time is money." For instance, in 2004 the average American worker earned \$3,156 a month. We wouldn't bother to haggle for an hour to save five dollars because it just isn't worth our time.

Yet, most of the world is composed of negotiating countries where money is scarce but time is relatively plentiful. In 2004, the average annual income of a worker in India was \$52 or about thirty-two cents an hour for a forty-hour work week. In places like India, Asia, Latin America, the Middle East and elsewhere saving five dollars can be significant because it could make the difference between a family eating well and starving so negotiating is not only important - it is essential. In these cultures people will haggle over almost everything they purchase or sell all day long so they become masters at it.

In fact, negotiating is an essential part of their purchasing process to a point where they feel cheated if there's no opportunity to haggle. In America we regularly walk

into stores and pay the sticker price without ever thinking of asking for a discount whereas in negotiating cultures this would be the definition of insanity. For instance, American auto dealers and retailers who refuse to negotiate the price of their products will often find Hispanics, Asians and others from negotiating cultures reluctant to buy because, without an opportunity to haggle, they just feel they paid too much.

You can see that when people from negotiating cultures come to America, they bring a negotiating mindset with them, and if we want their business, we must learn to bargain more effectively. There are many ways to improve your negotiating skills, such as reading a book, taking a class or just going out and practicing. Start by going to garage sales and becoming comfortable with the process and then graduate to flea markets where the sellers are more experienced. Next, visit establishments where prices are not set in stone, like antique or collectibles stores, and haggle. The masters' course is going to places where prices are seemingly fixed, such as department stores, and trying out your negotiating skills. The doctoral level is bargaining over cars and houses where the stakes can be very high.

If you want to get as good at negotiating as Asians, Hispanics and others, you must make an effort to practice every day just like they do.

Contact Michael Lee at his Website www.EthnoConnect.com and his e-mail is: Michael@EthnoConnect.com.

When planning your 2008 advertising

budget, consider the
**INLAND EMPIRE
BUSINESS JOURNAL**
For advertising
information
call Bill Anthony at
(909) 483-4700
Or visit our website:
www.busjournal.com



SALES

Do you provide world-class service?

By Michael Guld

Today's business environment is becoming increasingly complex and competitive due to globalization, new technology, increasing product proliferation, brand erosion, market segmentation, consumer skepticism and time poverty, rendering traditional business plans obsolete. For just about every product or service, there is an overwhelming number of choices to choose from, leaving consumers dazed and confused. So how can you stand out from a sea of competitors promoting similar offerings? Become known as THE company in your field that provides world-class service.

What is world-class service? It is the talk of many but the reality of few. When a company provides a client with world-class service, it often becomes a legendary experience that the client retells to others in a form of free publicity, which can't be bought.

What companies come to mind when you think of world-class service? What establishments do you patronize whose service exceeds your expectations on a continual basis? Typically, these are not the places that have the lowest prices. They do not have to... their value is created by elevating the customer experience to a point where paying a premium is not an issue.

First of all, companies should understand the difference between "the product" - the commodity or service being delivered - and "the process" - the method by which that product is delivered. Pike Place Fish Market in Seattle, Washington has become world famous for this differentiation. While their product is fish, their word-of-mouth fame was created by the process in which that product is delivered; throwing fish. The product of a doctor is clinical expertise, whereas most people would agree that the

process by which that product is delivered (bedside manner) may be just as important. Since realtors do not have exclusives on the homes (product) they show and sell, their sole value is created by the service they provide (process). Here's the point: Your reputation in your field may be created more by the customer experience you deliver than the product or service you sell.

There are six simple actions that will determine your level of customer service (from the customer's perspective). When a realistic and objective assessment is made in each coupled with systems and strategies to improve (with training), it can result in immediate and transformational changes in your business. They are...

1. How well you listen - Do you clearly understand the needs of your customers? As Mark Twain once said, "We have two ears and one mouth so that we can listen twice as much as we speak." You do not need to start out offering all the answers... first begin by asking all the right questions. What do your customers really want and how can you better serve them?

2. What you say - How well do you answer questions, provide information, guidance or direction? Helping your customers understand the range of offerings available (pros and cons) and what best fits their unique needs will build loyalty. Helping them all along the way and being available for service after the sale will build customers for life.

3. How you say it - Have you evaluated your non-verbal communication such as body language, tone and inflection? In his book, "Silent Messages," Dr. Albert Merhabian found that

communication is 57 percent non verbal - body language, eye contact, a warm smile and open gestures - 38 percent voice quality - volume, tone and inflection - and only 7 percent the words you say. Yet most people tend to focus their time, energy and training on the words they say.

4. What you do - Do you consider your actions taken or not taken? The only thing worse than doing nothing is saying you are going to do something and you don't. It creates disappointment and a loss of trust. Taking the time upfront to address your customer's every need, want and desire will keep them coming back.

5. How you do it - Are you there to please or appease? Do you find that it's just a job for some people as they are going through the motions while others take pride in their company, their work and truly care about the well-being of their customers? Making customers feel special and appreciated creates an emotional bond that is not easily broken.

6. When you do it - Do you consider your response times? Immediate response times that exceed expectations create a positive perception, while long wait and response times create frustrations leading to a negative perception. We are now living in a "drive-thru" world where communication expectations are now greater than ever before with the advent of e-mails, cell phones, PDAs and text messaging.

Most service experiences are unremarkable. We tend to remember only those experiences on the extremes of either side. Poor customer service tends to leave consumers frustrated and disappointed. In the restaurant

business there is famous saying: "You are only as good as your last visit." An exceptionally long delay in receiving food may be as damaging to a restaurant's reputation as a bad meal.

Why is it important to create a world-class service culture? Because not only are the products or services in most categories being commoditized by your competitors - where the lowest price wins - but more and more often the service component is playing a greater role in your customers' buying decision. For example, if you look in the *Yellow Pages* under "Automobile Repair and Service" you will find pages of ads with every company communicating basically the same message. Since most people don't truly understand what is being done underneath the hood, their loyalties lie with the way they are greeted, on the phone or first meeting, and the way they are treated.

And finally, when talking about world-class service, it all comes down to people. When asked, "Why everyone working at Disney seemed so happy..." Michael Eisner replied, "Easy... we don't hire grumpy people." Robert Spector, author of, "The Nordstrom Way" relays that Bruce Nordstrom's hiring philosophy was to, "Hire the smile and train the skill," noting that he could teach anyone to sell shoes, but he couldn't teach everyone to smile. If you look at the organizations that provide world-class service, you will usually find they hire the best people and then provide a supportive culture where those employees can flourish.

Now is a time to stand up and provide a WOW factor that will create customers for life.

Michael Guld can be reached at (804) 360-3122 or at michael.guld@guldresource.com.

recession by suggestion...

continued from pg. 1

mood and psychology," says Lila Rajiva, coauthor along with Bill Bonner of "Mobs, Messiahs, and Markets: Surviving the Public Spectacle in Finance and Politics" (Wiley, 2007, ISBN: 978-0-470-11232-8). "That statement is true because economics is not driven by only rational self-interest, but by crowd behavior as well. That's why if everyone else is buying a certain stock, you want to buy it, too, and that's why if everyone else is panicking and selling because the market seems to be headed south, you panic and sell, too."

In other words, our tendency to go with the herd could make a downturn, that is still manageable, turn into a full-blown, long-term recession. The Conference Board—a New York-based research group—recently surveyed consumer confidence and found that it had dropped from 90.6 in December to 87.9 in January. That means more people are tightening their budgets and reducing spending when what the economy really needs is for consumers to put money into it.

"We're human," says Rajiva. "It's hard for us to think on our own when it comes to issues that are difficult to understand. So we listen to the experts who say they know what they are talking about. And since they're saying we are heading for a recession, guess what happens? We listen and stop buying, the economy suffers, and faster than you can say 'self-fulfilling prophecy,' a recession occurs."

Here's a closer look at how our mob mentality could lead us to a recession:

The experts are steering us toward it.

Here's the unvarnished truth: The human brain is just not big enough for the big world. In order to think, people are forced

to start simplifying and eliminating a lot of the details. They have to abstract...theorize... generalize. "Cogitation on things we know nothing about personally is driven a lot by what others think, especially experts," says Rajiva. "If experts have a particular squint on a subject, we develop cross-eyes, too. The bee buzzing in their bonnet starts roaring like a sawmill in ours. If gun control is what the experts like, then we find gun control floating in our soup; if the flavor of the month is campaign reform, then we are apt to blame electoral results on evil money rather than dumb voters. It doesn't matter how untrue a thing is. If enough people repeat it often enough, it soon becomes conventional wisdom."

We're all about to pay for the fallout from another mob-related phenomenon (the housing boom).

House prices went nowhere for most of the 20th century. They rose only 0.4 percent per year from 1890 to 2004. And in many parts of the country, they went down. Then, from 1997 to 2005, house prices soared, doubling in many areas, setting off a consumer boom. True to the patterns of mob thinking, many people tied a lot of money up in their houses through nontraditional mortgages. But, now falling prices in the housing sector mean homeowners no longer have any equity to take out and spend.

"A 5 percent fall in house prices takes \$1 trillion out of the net worth of American homeowners," says Rajiva. "A 40 percent drop—predicted by many experts—would probably set the economy back about as much as the Great Depression. The International Monetary Fund analyzed home prices in a number of countries from 1970 to 2001 and found 20 busts—when real prices fell by almost 30 percent. All but one of those busts led to a recession. And so the boom that the mob was so quick to get behind is now resulting in

continued on page 32

REAL ESTATE NOTES

Newport Beach-based **Master Development Corporation (MDC)** has begun work on **West Corona Commerce Center**, a 321,700-sq.-ft., state-of-the-art manufacturing/distribution/corporate headquarters building. The project is located at 1350 Railroad Street, north of the 91 Fwy. and west of Lincoln Avenue. At the time MDC acquired the 15-acre property in March 2007, it had an existing 100,000-sq.-ft. industrial building. MDC demolished the building and is now constructing this new building, anticipated for completion in the first quarter of 2009. **Walter A. Frome and Bill Livesay, of Voit Commercial Brokerage**, brokered the sale of the site are marketing the project on behalf of MDC..... Atlanta-based developer **Oakmont Industrial Group** started construction in mid-February on a new state-of-the-art distribution center in an infill location in **Redlands**. The \$16.5-million industrial warehousing facility, called the **Alabama Street Logistics Center**, is designed to meet the requirements for LEED® certification from the **US Green Building Council's (USGBC)**. The 225,100-sq.-ft. project is located on approximately 11 acres of land at 9090 North Alabama Street, a location within close proximity to the I-10 and I-210 Freeways. Whittier-based **Oltmans Construction Co.** was named as the project's general contractor. **Bill Helm, Eloy Cova and Eric Hutchins of Lee & Associates'** Redlands' office are the exclusive marketing

agents for the single-tenant building, which is available on a for lease or sale basis..... In **Rancho Cucamonga**, a new 161,000-sq.-ft. office/retail project is slated to get underway in the coming months, with completion anticipated for summer 2009. Called **Haven Point**, the project will be built by **Opus West** on a 10-acre land parcel that they just acquired from **JAFAM Corporation** for \$10 million. The project will encompass a four-story, 140,000-sq.-ft. office building, 16,000 sq. ft. of corner retail space and a freestanding, drive-thru-approved 5,000 sq. ft. bank pad. Located on the west side of Haven Avenue between Civic Center Blvd. and Arrow Route, **Haven Point** is ideally located across from Rancho Cucamonga City Hall and the San Bernardino County Courthouse in the burgeoning Haven corridor. The new center will offer direct access to Interstates 10 and 15, and is in close proximity to the amenity-rich **Victoria Gardens**, a new 1.3 msl lifestyle center. **Taylor Ing and Michael Day of CB Richard Ellis** are responsible for marketing the property to potential office tenants. **Tony Archer and Matt Burnett**, also with **CBRE**, have the listing for the retail and bank space..... A new Class A office and mini-suite building has just opened to the public in La Quinta. The project, **La Quinta Business Centre**, is an energy-efficient, Santa Barbara-style office building located at 43576 Washington Street, just north of Fred

continued on page 34

overcome
mistakes...

continued from page 8

is a decision.

Once you've made a decision, own it. Doing so is key to living with it.

Avoid using the words "have to." It's said we don't "have to" do anything but die and pay taxes. Instead say, "I choose to." Owning up to your decisions and life choices is empowering.

Remember, where you are today is based on decisions you made in the past. You will be tomorrow, based on decisions

you make today. Take time and wisdom to make them good ones.

Avoiding these mistakes and making better decisions every day makes us better people, and as better people we are recognized and offered better opportunities, which in the end brings better rewards.

LeAnn Thieman CSP is the co-author of "Chicken Soup for the Nurse's Soul, Second Dose" and is an expert in healthcare recruitment and retention. For more information visit: www.NurseRecruitmentandRetention.com or call 1-877-844-3626.

Health Net...

continued from page 4

Unfair Competition Law and False Advertising Law as well as an additional \$2,500 penalty for each Unfair Competition violation that victimized any senior citizen or disabled person.

City Attorney Delgadillo also seeks to have wrongfully canceled policies reinstated and full restitution to all victims of the alleged practices by Health Net.

"This lawsuit is an important step towards holding health insurance companies accountable for their anti-

patient practices," said California Medical Association President Richard Frankenstein, M.D. "Health insurance companies may say they are providing coverage, but time after time they do everything they can to avoid paying for health care for their policyholders."

City Attorney Delgadillo launched a first-of-its-kind, prosecutor-sponsored website - www.ProtectingTheInsured.org in order to collect information from consumers, doctors, and hospitals as part of the ongoing investigation into the potentially unlawful, fraudulent, and

continued on page 19

MANAGEMENT

How to help any employee go from chump to champ!
Four steps to coaching a personal quantum leap

By David Benzel

Alex knew Chase had tremendous potential. As his manager, Alex was frustrated watching someone like Chase wallow in mediocrity when he should be excelling in the workplace. It wasn't laziness; Chase always did what was required. It wasn't a poor attitude either. In fact, Chase often commented on how much he loved his job. He just seemed stuck, so as his manager, Alex decided it was his job to help take Chase's performance to the next level. The question is, what can he do?

Alex's dilemma is all too common in the workplace. Managers feel a responsibility and a need to help employees raise their game. It's good for the company, the employee and usually the customer wins, too! But most managers don't know how, and threats and coercive tactics fail to have any lasting impact. Incentives represent a much healthier approach, but the increase in performance often disappears as the incentive does.

There is another way! As a manager or supervisor, you are in the unique position to influence people who report to you. Unfortunately, most managers choose to influence their people by telling them things, rather than asking good questions, then giving great affirmations. The trick is knowing what to ask and what to affirm. Through the following four-step process, employees will be transformed from the inside, out - a quantum leap - and it will be their choice to go from chump to champ!

- 1. DREAM
- 2. AIM
- 3. IMAGINE

4. BELIEVE

I. What is the Dream? - Surprisingly, most people don't have a clear dream, and it's usually because of one reason: They haven't decided what they want to be, want to do or want to have. A dream is a picture of the future we want for ourselves, so as a manager, you must ask the tough questions and help your people discover the answers. Ask questions like:

- "If you could be doing anything you wanted here, what would it be?" "Tell me why."
- "What activities here give you the strongest feelings of satisfaction or importance?" "Why is that?"
- "If you had were guaranteed success, what would you dare to dream for yourself?"
- "What is a dream in your personal life that your work here might help you achieve?"

Have your employee write down the answers to these and others like them. Assist him or her in starting a notebook, and call this "Step One - Declaring My Dream."

II. What is the Target? - A target is a specific goal that must be hit in order to make a dream become a reality. Dreams that are not backed by specific goals will often remain unrealized visions. A really good goal refers to some action that, if done well enough or often enough, will result in the dream turning from fantasy to fact. Ask questions like - "What specific target could you aim for that would take you closer to your dream?" "How will you measure your progress?" Here's an example:

- Dream - Become the top

sales representative in my department.

- Improper target - "Outwork all other sales reps." (How will you measure "outwork"?)
- Proper target - "Make 20 percent more outgoing phone calls each week to prospective clients than the office average from the week before."

Have your employee write down one or two targets that involve measurable activities to keep track of progress. Guide the person to select targets that require stretching to reach, but are not out of reach.

This information should be entered in the Quantum Leap notebook as "Step Two - Identifying My Targets."

III. What Will Be Imagined? - Images are the language of the brain. If the sub-conscious receives those pictures often enough, personal behavior will be modified to fit the pictures. The sub-conscious brain is eager for information, but it does not judge the information you send it as good or bad, right or wrong. It just accepts it, and assumes you want it. Ask questions like:

- "When you imagine hitting your targets and achieving your dream, what does it look like in your mind's eye?"
- "Describe what you see, what you hear and what your success feels like?"
- Make an affirmation like, "Since I'm familiar with you and your work, let me share what I see regarding your success." Then describe what you see for them.

If you truly believe in a person's potential, the images you share from the theater of your mind will have the force of a

prophecy and create a sense of confidence.

Encourage people to play success scenes in their mind daily. This imagery should also be written by each of you and entered into the Quantum Leap notebook as "Step Three - Seeing My Success."

IV. What is Believed? - If a person has a dream, has taken aim on specific targets and has practiced imagining the desired outcome in advance, there's only one thing that could stand in their way ... roadblock messages. Roadblock messages are the self-limiting beliefs people think to themselves. Many of your employees have solid dreams, lofty targets and may even enjoy some moments of mental rehearsal, but if they hear a small little voice in their head saying, "I can't do that" or, "I'm not good enough to hit that goal," the chances of success are slim. Make affirmations like:

- "I know you will make the goal" or, "I believe in you" or, "There's no stopping you now!" Make it clear that you believe how this is going to end.
- Ask questions like, "What does the little voice in your head say about your chances of success?"
- "What part of this challenge intimidates you the most?"

Discover what personal roadblock messages they hear and help them replace those messages with new messages. Explain that self-talk must be positive and repeated daily if it's going to replace negative

continued on page 31

When
Planning Your
2008
Advertising
Budget,
Consider
the

INLAND
EMPIRE
BUSINESS
JOURNAL
and the
INLAND
EMPIRE
BOOK OF
LISTS

for
Advertising
Information
Contact Bill
Anthony at
(909)
483-4700
or visit our
website:
[www.
busjournal
.com](http://www.busjournal.com)

2008 EDITORIAL SCHEDULE

EDITORIAL FOCUS

SUPPLEMENTS

LISTS

April <ul style="list-style-type: none">• Meetings & Conventions• Airports• New Home Communities• Malls & Retail Stores	<ul style="list-style-type: none">• Women & Business Expo• Meetings/Conventions• Travel/Hotels/Tourism• Commercial R.E. Brokers• Small Business Handbook	<ul style="list-style-type: none">• Indian Gaming• So Cal Vacation Spots• Hotel Meeting Facilities• Travel Agencies• Visitors and Convention Bureaus
May <ul style="list-style-type: none">• Economic Development (Riverside Cty.)• Marketing/PR/Media Advertising• Insurance Companies	<ul style="list-style-type: none">• Women-owned Businesses• Human Resource Guide• Chamber of Commerce	<ul style="list-style-type: none">• Environmental Firms• Employment/Service Agencies• Law Firms• Dental Plans
June <ul style="list-style-type: none">• Financial Institutions (1st Quarter, '08)• Travel and Leisure• Employment Agencies• Home Health Agencies• Economic Development (San Bernardino County)	<ul style="list-style-type: none">• Health Care & Services• High Technology• Golf Resorts	<ul style="list-style-type: none">• Hospitals• Savings and Loans• Motorcycle Dealers• Medical Clinics
July <ul style="list-style-type: none">• Manufacturing• Distribution/Fulfillment• Credit Unions• Event Planning• High Desert Economic Development	<ul style="list-style-type: none">• Marketing/Public Relations• Media Advertising• Casual Dining• Building Services Directory	<ul style="list-style-type: none">• CPA Firms• Commercial Printers• Ad Agencies/Public Relations Firms• Largest Insurance Brokers• SBA Lenders• Staff Leasing Companies Serving the I.E.
August <ul style="list-style-type: none">• Personal/Professional Development• Employment/Service Agencies• Health & Fitness Centers• Caterers	<ul style="list-style-type: none">• Environmental• Expansion & Relocations• Women in Commercial Real Estate	<ul style="list-style-type: none">• Largest Companies• Small Package Delivery Services
September <ul style="list-style-type: none">• Mortgage Banking• SBA Lending• Independent Living Centers	<ul style="list-style-type: none">• Health Care & Services• Airports• Golf Guide to Southern California	<ul style="list-style-type: none">• Substance Abuse Programs• Largest Banks• Largest Hotels• Golf Courses
October <ul style="list-style-type: none">• Lawyers/Accountants• HMO/PPO Enrollment Guide• Economic Development Temecula Valley• Financial Institutions (2nd Quarter, '08)	<ul style="list-style-type: none">• Telecommunications• Office Technology/Computers• International Trade• Holiday Party Planning	<ul style="list-style-type: none">• Internet Services• Long Distance/Interconnect Firms• Copiers/Fax/Business Equipment
November <ul style="list-style-type: none">• Retail Sales• Industrial Real Estate• Commercial R.E./Office Parks• Educational Services Directory	<ul style="list-style-type: none">• Human Resources Guide• Executive Gifts• Building and Development• New Communities	<ul style="list-style-type: none">• Commercial R.E. Development Projects• Commercial R.E. Brokers• Fastest Growing I.E. Companies• Mortgage Companies• Title Companies
December <ul style="list-style-type: none">• Financial Institutions (3rd Quarter, '08)• Top Ten Southern California Resorts• Temporary Placement Agencies	<ul style="list-style-type: none">• Health Care	<ul style="list-style-type: none">• 2009 "Book of Lists"• Fleet Leasing Auto Dealers• Business Brokerage Firms

No one covers Inland Empire business like the Business Journal



RESTAURANT CLOSURES

San Bernardino County

Royal Siam Cuisine

61599 29 Palms Hwy.,
Joshua Tree
Date Closed: Feb. 6, 2008
Reason for Closure: vermin
infestation

Minniola Restaurant and Travel Store

40870 Sunrise Canyon Rd.,
Yermo
Date Closed: Feb. 20, 2008
Reason for Closure: lack of a
valid health permit

EXECUTIVE NOTES

Christopher D. Myers, president and chief executive officer of **Citizens Business Bank**, has announced the appointment of **Edward Brennan** to the position of vice president and financial consultant; the appointment of **Marlene Alfonso** to the position of vice president and construction loan officer with the bank's construction loan services; and the appointment of **Matthew Oswandel** to the position of assistant vice president, investment officer of the bank's treasury department.
President/CEO Kevin McCarthy of **PFF Bank & Trust** announces the appointment of **Mary Jane Cavazos** and **Craig Harper** to the office of vice president. Appointed to the office of assistant vice president were **Darleen Curley**, **Benjamin Serrato** and **Charles Valerio**. Combined, the five officers represent over a century of financial industry experience

and community service.
Tim O'Bayley of **O'Bayley Communications** is pleased to announce the addition of **Blake Smith** to his company. He has taken the position of public relations specialist, and his primary role is to obtain local speaking engagements and radio and TV interviews for clients of O'Bayley Communications.
Temecula Valley Bancorp announced that **Frank Basirico, Jr.** has been appointed chief credit officer of Temecula Valley Bank for two years in the position of chief administration officer. "We are very fortunate to have **Basirico**, an experienced past chief credit officer and talented leader. With over 30 years in banking, **Basirico** brings a strong and diverse background with proven credit and leadership skills to the position," said **Stephen H. Wacknitz**, president and CEO.

Logistics Centre...

continued from page 1

Therefore, this facility was a logical choice to launch the next wave of development. SCLC is a proven solution for distribution companies looking for a strong cost advantage."

The one million-square-foot distribution facility will be a "green building" and is registered for LEED Certification. The facility will feature 32' clear height, 179 dock doors, concrete truck courts from 185' to 405', 328 parking stalls, approximately 405 additional trailer parking spaces, ESFR sprinklers, fenced yard and three percent skylights. The building is expected to generate up to 200 new jobs.

In addition to this one million-square-foot building, Phase I development at SCLC includes:

- **Newell Rubbermaid's** new 408,000-square-foot West Coast distribution facility which was occupied in October 2007.

- Two multi-tenant industrial buildings totaling approximately 224,000 square feet. Completion of the multi-tenant facilities is anticipated for March of 2008.

- A 296,000-square-foot Class A distribution building located on 17.48 acres. The facility is under construction with completion anticipated for June of 2008.

"Upon completion of Southern California Logistics Centre, approximately 24,000 jobs will be created and another 18,500 supporting jobs in the surrounding area will be generated," said **Terry Caldwell**, City of Victorville mayor and Southern California Logistics Airport Authority chairman. "The public/private partnership the city has established with **Stirling** has been a tremendous success. We both share a common vision of making SCLC the largest fully-integrated commercial development in the region bringing more than \$3 billion a year in economic activity to the Inland Empire region upon completion."

Riverside County

Mi Lindo Michoacan

993 Center St.,
Riverside
Date Closed: Oct. 5, 2007

Starbuck's #6829

57744 29 Palms Hwy.
Yucca Valley
Date Closed: Feb. 11, 2008
Reason for Closure: sewage
contamination
Date Opened: Feb. 12, 2008
Comments: Septic system over-
flowed outside facility. Plumber
pumped the 3 tanks and cleaned
the immediate area.

Health Net...

continued from page 16

unfair activities of health insurance companies.

A Los Angeles arbitrator ruled for **Patsy Bates**, who, like so many other Health Net customers, had her health insur-

ance policy cruelly and illegally cancelled by Health Net's secret cancellation unit when she was in most desperate need of care.

"What the arbitrator found Health Net did to **Patsy Bates** in illegally cancelling her coverage is exactly what the L.A. city attorney contends what

Health Net has done to at least 1,600 other victims.

He stated, "We intend to vigorously pursue our lawsuit and to pursue our criminal investigation into the company's bonuses scheme, to ensure that Health Net's unlawful, unfair, and fraudulent practices are fully and permanently

enjoined, and that restitution is provided to all its past victims."

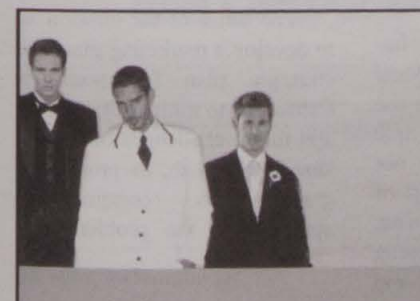
For more information, consumers are asked to visit www.ProtectingTheInsured.org or City Attorney **Rocky Delgadillo's** website at www.lacity.org/atty.

MBA/Executive Programs in the Inland Empire

Listed Alphabetically

Name Address City/State/Zip	Programs Offered MBA/Enrl. Executive/Enrl.	Faculty to Student Ratio # Full Time Faculty # Part Time Faculty	Type of Institution Year Founded	Tuition & Fees: MBA Prog.: CA Res./Non-CA Res. Exec. Prog.: CA Res./Non-CA Res.	On Campus Rm. & Board. # Yrs. Wk. Exp. Req. for Admittance	Av. Grad. Starting Salary: MBA Program Executive Program	Top Local Executive Title Phone/Fax E-Mail Address
1. California Baptist University 8432 Magnolia Ave. Riverside, CA 92504	Yes/70 N/A	1:10 10 7	University 1950	\$511/Same N/A	N/A N/A	\$97,000 N/A	Andrew Herrity Ph. D. Dean (951) 343-4574 gradservice@calbaptist.edu
2. Cal Poly, Pomona 3801 West Temple Ave. Pomona, CA 91768	Yes/280 Yes/15 (Pro. MBA Program)	1:15 118 65	Public 1938	\$900 per Qtr./\$2,100 per Qtr. \$325 per Unit/\$325 per Unit	\$1,034 2 Years Managerial/Supervisory	N/A	Dr. Eric J. McLaughlin Director (909) 869-2363/869-4559 director@ba@csupomona.edu
3. Cal. State Univ., San Bern. 5500 University Parkway San Bernardino, CA 92407	Yes/327 Yes/29	18:1 36 1	Public 1966	\$4,500 (per qtr.)/\$15,500 (per qtr.) \$18,500/\$18,500 (for entire two year program)	\$9,600 Per Year 5+ yrs supervisory for Exec.	N/A N/A	Larry R. Sharp CEO (909) 537-5703/537-7582 mba@csusb.edu
4. Cal. State Univ., San Marcos 333 S. Twin Oaks Valley Rd. San Marcos, CA 92096	Yes/161 No	1:30 N/A N/A	Public 1990	\$2,008 per term/\$4,720 per term (+Books, Parking, Catered Lunches) N/A	Yes 3	N/A N/A	N/A (760) 750-4266/750-4263 mba@csusm.edu
5. La Sierra University 4500 Riverwalk Parkway Riverside, CA 92515-8247	Yes/65 No/23	1:12 13 3	University 1922	\$520/Unit \$520/Unit	\$1,958 N/A	\$65,000 N/A	Granelle Sly Dean (951) 785-2064/(951) 785-2700
6. The Peter F. Drucker & Masatoshi Ito Graduate School of Management 1021 N. Dartmouth Ave., Claremont, CA 91711	Yes/220 Yes/80	1:11 72 75	Private 1925	\$1,142 Per Unit/Same \$1,310 Per Unit/Same	N/A 0	N/A	Cornelis DeKlooyes Dean Of Students (909) 483-9360/948-3197 drucker@cg.edu
7. University of La Verne 1950 Third St. La Verne, CA 91750	Yes/230 583	1:13 26 60	Private 1891	\$545 Per Unit/Same \$545	N/A 3 Years	N/A N/A	Abe Helou Associate Dean (909) 593-3511ext.4211/392-2704 heloua@ulv.edu
8. University of Phoenix 337 North Vineyard Ave., Ste. 100 Ontario, CA 91764	Yes/153 No	1:18 7 162	Private 1976	\$372 per Unit N/A	N/A MBA-3	N/A N/A	Jennifer Cisna Campus Director (800) 888-1968 (909) 937-2424
9. University of Redlands School of Business 1200 East Colton Ave. Redlands, CA 92374	Yes/476 No	1:11 26 272	Private University 1907	\$584 Per Unit/Same N/A	N/A 0	N/A N/A	Peter Bergevin Graduate Programs Director (888) 999-9844/(909) 335-5325
10. U. of Calif., Riverside Anderson Grad. Sch. of Mgmt. 900 University Avenue	Yes/126 No	1:4 30 21	Public 1954	\$24,231 per year/36,425 per year N/A	\$11.00 per year 0	N/A N/A	David W. Stewart, Ph. D. Dean (951) 827-4237/827-3970

WND = Would Not Disclose N/A = Not Applicable na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Janette Damian. Copyright IEJ.



Tuxedo Junction
Formalwear for all occasions
Tuxedos for all occasions
Weddings, Proms, Sweet Sixteens,
Quinceaneras, and special events
Chino
12073 Central Ave.
(Philadelphia St. side)
Phone (909) 590-0090

www.tuxedojunctn.com



CORPORATE PROFILE

TD Smith & Associates

Tony Smith has been working his craft as a business strategist and business plan writer since 1995. As the principal and CEO of TD Smith & Associates Incorporated, he and his team write business plans, provide due diligence research, marketing research, target market research, and ultimately provide business plans which may be used for SBA guaranteed loans, angel investors, venture capital, land development and construction loans. What is remarkable about his process for writing plans is they provide citations, references and assumptions worksheets which validate the forecasts, proformas, use of funds, and return-on-investment worksheets in such a way that banks and investors appreciate them to such an extent that a significant percentage of loan packages submitted are approved using the TD Smith system.

Smith has written hundreds of business plans, business proposals, and marketing plans. He has launched more than 40 start-up small businesses. Currently, he is working with clients on land development projects along Interstate 15 north of Barstow as well as some interesting restaurant, retail and Web-based businesses. One such example is a Web-based video resume company – see www.workblast.com as an example. Specifically, Smith's niche is restaurants, bars, nightclubs, retail, wholesale, Internet-based, land development and alternative energy businesses in Southern California.

Smith's professional corporation, SoCalBizOps, is licensed to represent its clients for buying and selling businesses, commercial real estate transactions, and commercial loan acquisitions. Southern California Business Opportunities works with clients

seeking SBA 7A, 7B, 504, low doc and mini loans as well as commercial construction loans, bridge loans, working capital loans, accounts receivable loans, hard money and general business start-up loans. Smith is currently working with more than 25 clients seeking funds ranging from \$250,000 to \$230,000,000.

Smith is a licensed real estate agent for commercial property and business opportunities. He has also written a number of publications including the "Business Development Directory" for the Pasadena area and the San Gabriel Valley. Additional publications in 2007 included the "Guide to West Covina," and "Doing Business in Covina." (Email tonysplans@aol.com.)

Another interesting project Smith is working on is the development of SBIMCO (The Small Business Incubator Management Company) which is a subsidiary of TD Smith & Associates and is not for profit. SBIMCO shall provide its clients the ability to launch new companies affordably. All TD Smith clients may use SBIMCO services in their facility for "at-cost" during their business launch or expansion including temporary office space for \$.80 per foot and other executive office services.

Smith's future projects include the development of the Southern California Master Plan Institute. Southern California is considered the perfect place to live with its beaches, mountains, deserts, industry, Hollywood, and diversity of all people and walks of life - but it cannot support future growth without an organization dedicated for planning and coordination. Because of its geographic and economic draw, the five counties of Southern California are under fire to develop strategic planning

for the future; hence the need for the Southern California Master Plan Institute.

The Southern California Master Plan Institute is an organization overseen by Tony D. Smith, CEO of TD Smith & Associates Incorporated, a business plan development and research firm. Tony and his team have developed more than 300 business

plans since 1995 and the team has implemented more than 20 percent of them.

As Southern California's population is expected to increase to 50,000,000 by the next generation, the Master Plan Institute has been created to become the source of primary and secondary research for planning, development, and coordination - it serves as the project manager for numerous developments, real estate planning teams, and business start-ups. The institute is in the business of developing initiatives for Master Plans which shall include coordination between business, municipalities, education, media, county and state government as well as the entities that support them.

The team focuses on infrastructure planning for local communities, promoting the use of existing sites for multiple uses, building "up" and not "out," promoting the concept of living and working in the same communities, and developing strategic plans for second and



Tony Smith

third shift plans which will ease the challenges associated with transportation, education, infrastructure, power, water, and the protection of our environment. The institute also develops per capita planning for businesses and development to best develop communities to support the population (For example, how many restaurants should be built in a particular area to support the current and future population? This information shall be vital for land developers, businesses, banks, investors, and the community governments that approve land use).

Management, control, and mission analysis is overseen by the board of directors and is facilitated by staff.

The thrust of the mission is to develop a marketing plan and strategic plan for Southern California to mitigate its current and future challenges of expansion and growth; to promote a grass roots, community approach to the problems by

continued on page 24



CLAREMONT GRADUATE UNIVERSITY

A Proud Member of
THE CLAREMONT COLLEGES

*The Business School of
The Claremont Colleges*

Graduate Programs in:

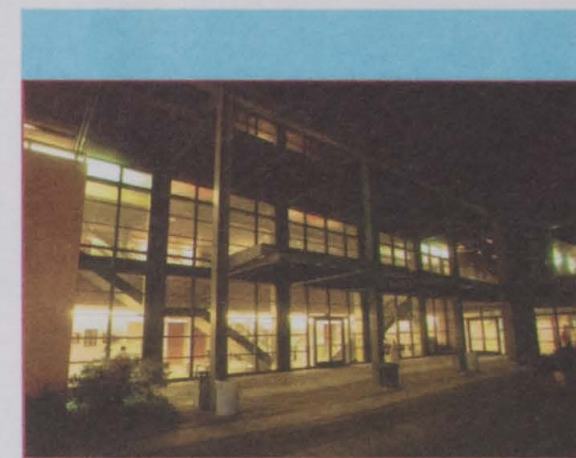
- ♦ Business (MBA)
- ♦ Executive Management (EMBA)
- ♦ Financial Engineering (MSFE)



Drucker School ranked
among the nation's

**TOP 10 in Faculty
and Classroom Experience!**

♦ For more information, please visit: www.drucker.cgu.edu or contact Jimmy Ki at 909.607.1044 • Jinny.Ki@cgu.edu ♦



do well AND do good



success AND significance



rigorous AND reflective



Redevelopment Agency

The primary focus of the Redevelopment Agency is to promote economic benefit, eliminate blighted conditions and increase affordable housing opportunities within four adopted project areas.

The agency provides loans and grants as financial assistance for new industrial/commercial construction, major rehab activities, and public improvements to help businesses. It also assists the development and preservation of affordable housing within four project areas in the county.

The project areas are:

- San Seivaine (northeast quadrant of I-10 and I-15)
- Victor Valley (around the City of Victorville)
- Mission Boulevard (along Mission Blvd adjoining the City of Montclair)
- Cedar Glen (east of Lake Arrowhead)

Department of Workforce Development

The County of San Bernardino Department of Workforce Development administers and operates programs under the Department of Labor's Workforce Investment Act. The San Bernardino County Workforce Investment Board oversees the programs offered through the department. This board is comprised of private business representatives and public sector partners who have been appointed by the San Bernardino County Board of Supervisors.

Services are delivered to job seekers and businesses in three dis-

trict offices located in San Bernardino, Rancho Cucamonga and Hesperia.

Job seeker services include career counseling, job search, assessment and occupational training services. Customers using the centers have access to computers, Internet services, telephones, fax and copy machines as well as printed materials to aide them in career exploration and job search. For a listing of current job opportunities, click here: www.csb-win.org

Business customers can benefit from customized recruitment services, easy access to a large pool of pre-screened job applicants and other resources provided through the County's Business Resource Centers (BRCs). Businesses may wish to utilize the BRC resource library containing over 1,000 business related titles, business development software and online resources, or to access the services offered by the Small Business Administration, SCORE or other partners at the centers. Strategies to address the needs of businesses experiencing difficulty in today's rapidly changing economic environment may be available through the department's Rapid Response Program.

Economic Development

The Economic Development Division provides a variety of programs and services designed to attract new industry to the county while retaining existing businesses, with the ultimate objective of maximizing employment opportunities and increasing capital investment in the area. The division offers a variety of incentives financing programs, demographic and statistical information, provides technical assistance and referral services, and financing programs to businesses.

Many of the programs and services coordinate public and private resources. The division is also responsible for marketing the county's unique resources, working closely with citizens, businesses, cities and developers in the areas of site selection, permit processing, demographic and statistical information.

Some of the services offered are:


- Workforce Opportunity Matrix
- Business Resources
- Job Seekers
- Agua Mansa Enterprise Zone
- Demographic & Statistical Information
- Newspaper Articles
- Economic Development Links
- Employee Training & Wage Reimbursement
- Motion Picture Industry Permitting
- Office of Small Business Development
- Tourism

These services are offered to all businesses interested in relocating or expanding into the County of San Bernardino. They are here to help you grow!

Contact the Economic Development Agency at 215 North D Street, Suite 201 San Bernardino, CA 92415, (909) 387-4700 fax (909) 388-4210. cjicha@ecd.sbcounty.gov.



COUNTY OF
SAN BERNARDINO



*State of
the County of San Bernardino*
2008

ONE SHARED VISION

*The
Must
Attend
Event*

The Chairman and the Board of Supervisors
of San Bernardino County invite you to the
2008 State of the County.

This yearly event serves to showcase the
partnerships and diverse minds that have
connected to create *One Shared Vision*
of opportunity for the residents of
San Bernardino County.

Together we are determined to build on the
progress of the past few years to advance
the broad array of initiatives that are improving
quality of life and economic opportunity for
all of San Bernardino County.

Register online at www.sbcounty.gov.
Please be part of the largest State of the
County showcase in our history on April 3, 2008.
We look forward to having you join us.

APRIL 3, 2008 | 5:00 PM TO 10:00 PM

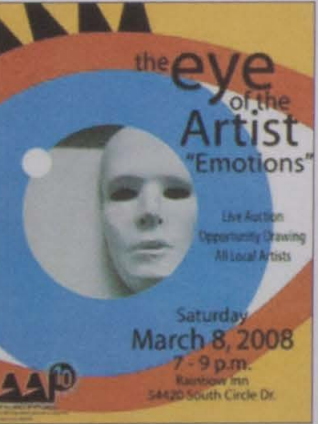
Register online at
www.sbcounty.gov

NAWBO dinner

You are invited to attend the NAWBO (National Association of Women Business Owners)-Inland Empire monthly meeting on Thursday, March 20, 2008 at the Doubletree Hotel Ontario Airport.

Join us for our Corporate Partner Mixer from 5:30 p.m. to 6:30 p.m. Stay for dinner and hear our guest speaker, Gail Guge, managing partner of Wilkin Guge Marketing, and NAWBO-IE's 2008 Business Woman of the Year Awardee, presenting "When Brands Leap, Business Bounds!"

To register contact event administration at www.nawbo-ie.org. Members \$40.00, non-members \$45.00.



On March 8 the annual art scene in Idyllwild is poised to begin as the Art Alliance of Idyllwild prepares for the 2008 kickoff celebration. The "Eye of the Artist Art Show and Fundraiser" is the AAI's largest fundraiser of the year. For a suggested donation of \$5 at the door, guests will enjoy a fun filled evening, have a chance to take home some original art and help the AAI support the arts and art education in Idyllwild. For more information, contact the Alliance at 1-866-439-5278, or visit its Web site at: www.artinidyllwild.com.

TD Smith & Associates...

continued from page 20

helping local municipalities determine how they can best work into the master plan through information provided by the institute. Environmental challenges are also studied and mitigated.

The function of TD Smith & Associates is to write and imple-

ment business plans for its clients. The function of SoCalBizOps and its relationship with the institute is to secure construction loans, equipment loans, and other vital process needs of TD Smith & Associates' clients through relationships with its commercial bankers. SoCalBizOps has a "Broker of Record" Tom Marino and Principle Tony Smith, both of whom are licensed to sell real estate as well as secure real

estate, construction, and business loans in the State of California. While Smith enjoys writing business plans and looks forward to the land development projects north of Barstow, most important to him is the service he feels his company provides to its communities by providing jobs and revenue to the people of Southern California.

For more information, visit www.888tdsmith.com.

RELATIONSHIP BANKING
EXPERIENCE
STRENGTH
STABILITY
SERVICE

IT'S ABOUT OUR BUSINESS...

Sunrise Airport Parking, Inc.
1236 East Airport Dr.
Ontario, CA

Pat Chavez Preston
and
Genet Chavez Gomez
Owners

CITIZENS BUSINESS BANK

Member FDIC • Corporate Office: 701 North Haven Avenue, Ontario, CA 91764 • 909.980.4030

The Top HMO's

Ranked By Inland Empire Enrollment

Company Name Address City/State/Zip	Membership: Inland Empire Companywide	Profile Model Type I.E. Employees Companywide Employees	Offices: Inland Emp. Companywide Fed. Qualified?	Contracts: IE Hosp. Companywide Hosp. Physicians I.E. Physicians Companywide	Patient Care Fac.: Group I.E. Hosp. I.E. Hosp. Total	Top Local Exec. Title Phone/Fax E-Mail Address
1. Kaiser Permanente Med. Centers 9961 Sierra Ave., Fontana, CA 92335 10800 Magnolia Ave., Riverside, CA 92505	550,728 9,100,000	Managed Care 6,900 N/A	5 337 Yes	31 N/A 645	17 2 20 (Calif.) 11,345	Terry Belmont Sr. V.P./Area Mgr. (909) 427-5269/427-7931 (951) 353-3601/353-3002
2. PacificCare of California 5995 Plaza Dr. Cypress, CA 90630	332,400 2,400,000	Network 50 3,000	1 20 Yes	21 229 2,416	50 28 229	Howard Phanstiel President/CEO (714) 952-1121/226-3025
3. Aetna U.S. Healthcare of Calif., Inc. 10370 Commerce Center, Ste. 500 Rancho Cucamonga, CA 91730	233,169 4,963,412	IPA/Group 159 47,000	1 310 Yes	32 4,513 3,298	28 32 4,513	Mike Giar V.P. Sales & Service (714) 972-3407/972-3390
4. Health Net 650 E. Hospitality Lane, Ste. 200 San Bernardino, CA 92408	220,928 1,717,000	IPA/Group 25 1,000	1 25 Yes	23 275 3,300	44 23 298 36,000	Gene Rapisardi Regional Vice President (909) 890-4100/890-4163
5. Inland Empire Health Plan 303 E. Vanderbilt Way, Ste. 100 San Bernardino, CA 92408	298,515	IPA 370	1 1 No	29 1,825	N/A N/A N/A	Richard Bruno CEO (909) 890-2000/890-2019
6. Molina Healthcare of CA One Golden Shore Dr. Long Beach, CA 90802	90,000 248,537	Managed Care N/A 9,915	WND	WND	WND	Dr. Joseph Mario Molina President (562) 435-3666/437-1335 www.molinahealthcare.com
7. Cigna Healthcare of Calif. 505 N. Brand Blvd. Glendale, CA 91203	50,000 700,000	IPA/Network 0 500	0 6 Yes	15 265 N/A	N/A 18,000	Bill Corba CEO (818) 500-6262/500-6480
8. Universal Care 1600 E. Hill St. Signal Hill, CA 90806	7,477 150,000	Staff/Mixed 7 910	1 3 No	18 145 1,300	14 18 145 5,000PCP/15,000SPC	Jay B. Davis Executive Vice President (562) 981-4028/981-4096
9. Great West Health Care 330 N. Brand Blvd., #875 Glendale, CA 91203	WND	IPA/Group WND	WND WND No	17 158 1,995	N/A	Kurt Hoekendorf V.P./Executive Director (800) 663-8081

WND = Would Not Disclose N/A = Not Applicable na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Janette Damian. Copyright IEBJ.

The Top PPO's

Ranked By Inland Empire Enrollment

Company Name Address City/State/Zip	Enrollment: Inland Emp. Companywide	Staffing I.E. Staffing Companywide I.E. Offices Total Offices	Contracts: I.E. Hospitals Physicians I.E. Physicians Companywide	Profile: Parent Company Headquarters Year Founded I.E.	Top Local Executive Title Phone/Fax E-Mail address
1. CCN 5251 Viewridge Ct., San Diego, CA 92123	405,251 8.4 mill.	0 1,500 0	34 2,640 235,624 62	Columbia/HCA Healthcare Corp. Nashville, TN N/A	Richard M. Mastelar CEO (800) 939-6824/(858) 278-1262
2. Aetna U.S. Healthcare, Inc. 2409 Camino Ramon San Ramon, CA 94583	53,292 3,504,409	159 47,000 1	27 3,333 262,771 310	Aetna Inc. Hartford, CT 1981	Ed Tanida General Manager (714) 972-3351/972-3390
3. United Healthcare of California, Inc. 4500 E. Pacific Coast Hwy., Ste. 120 Long Beach, CA 90804	15,207 2,381,567	0 30,000 0	25 2,369 262,000 81	United Healthcare Corp. Minnetonka, MN 1986	Emery Dameron COO (562) 951-6400/951-6646
4. Interplan Health Corp. 2575 Grand Canal Blvd., #100 Stockton, CA 95207	20% 2.9 mill.	20% 1.78 mill.	29 2,549 15,147	Interplan Health Group Farmington, CT 1984	Michael D. Schotz SVP-West; Chief Marketing Officer (209) 473-0811/473-0863 www.info@interplanhealth.com
5. Health Net 650 E. Hospitality Ln. San Bernardino, CA 92408	7,500 88,000	29 3,500 1	47 3,720 43,295	Foundation Health Systems Woodland Hills, CA N/A	Gene Rapisardi Regional Vice President (909) 890-4100/890-4163
6. PacificCare of California 5995 Plaza Dr. Cypress, CA 90630	1,162 16,678	0 na 1	21 2,155 30,263	PacificCare Health Systems, Inc. Santa Ana, CA 1978	Howard Phanstiel President/CEO (714) 952-1121/226-3914
7. PTPN 20955 Warner Center Lane Woodland Hills, CA 91367	WND 27 mill.	0 43 0	N/A N/A 3,000 (PTs)	N/A Woodland Hills 1985	Michael Weiner, MPH, PT President (818) 883-PTPN/7377-0260

WND = Would Not Disclose N/A = Not Applicable na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometime occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Janette Damian. Copyright IEBJ.

590 NewsTalk
KTIE


ON AIR NOW: Michael Medved
12 - 3PM Election 2008 Listen
now!

Our Hosts: Laura Ingraham, Dennis Prager, Michael Medved, Hugh Hewitt, Michael Savage, Sean Hannity, Bill Bennett

INNOVATION
MANY STRENGTHS. ONE MISSION.



LOMA LINDA UNIVERSITY
MEDICAL CENTER

LISTEN LIVE! SCHEDULE

Sign Up for **590 KTIE** Email:

HOME | Columnists | Blog | News | Video | Podcasts | Funnies | Local Blogs | Issues | Sign Up | Traffic | Action | Jobs | Calendar | Photos | Advertisers

ELECTION '08 IS HEATING UP
STAY CONNECTED WITH TOWNHALL.COM

Saturday
from 3 - 6pm

LET'S DINE OUT
KTIE'S NEW FOOD & ENTERTAINMENT SHOW

Let's Dine Out

Tune into "Let's Dine Out" Saturdays from 3pm-6pm [More](#)

- Clinton May Challenge Texas Vote Rules
- Jolie Sees Benefit in US Surge in Iraq
- Primary Season on the Blog
- Today on the Presidential Campaign Trail
- John McCain Tags Dems on Trade Treaty
- MSM Gods, Hillary and John McCain
- McCain Proud to Brush Off FEC Commish
- If Bloomberg Had Run...
- Obama Has Spent Only Two Days in Iraq
- MSM Gods, Hillary and John McCain

LOCAL KTIE CONDITIONS

Live Traffic:

- San Bernardino
- Riverside
- Ontario

Today's Weather

66°
Hazy

KTIE RADIO SCHEDULE

Weekdays Saturday Sunday

The Truth About
Nutrition / ROEX
ON AIR: 5 - 6AM

CALL IN:

Laura Ingraham Show
ON AIR: 8 - 9AM
CALL IN: 1-800-876-4123

Dennis Prager
ON AIR: 9 - 12PM
CALL IN: 1-8-PRAGER-776

Michael Medved
ON AIR: 12 - 3PM
CALL IN: 1-800-955-1776

Hugh Hewitt
ON AIR: 3 - 6PM
CALL IN: 1-800-520-1234

Michael Savage
ON AIR: 6 - 8PM
CALL IN: 1-800-449-TALK

American Advisor
ON AIR: 8 - 8:30PM
CALL IN: 800-827-4653

ON THE BLOGS



Harry's Secret
Raises Questions
About New Media
By Matt Lewis



WFB: Happy Warrior
Would Shun Cheap
Shots
By Michael Medved

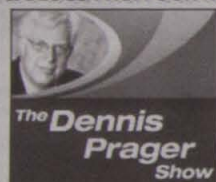


Why McCain Gets
Under Obama's Skin
By Matt Lewis

COLUMNS, PODCASTS & BLOGS FROM OUR KTIE PERSONALITIES



Bennett
Mornings



The Dennis
Prager
Show



The Michael
Medved
Show



THE HUGH
HEWITT
SHOW



MIKE
GALLAGHER
SHOW

Radio Clips:

- Bill Bennett interviews General Petraeus
- Energy and our Future
- Newt Rediscovers God in America
- A Little Bit of Country and Politics with Tra...
- Politics vs. Culture: Can They Just Get Along?
- What About Pakistan?
- Econ 101 with Amity Shlaes
- A Veteran Marine Clarifies Interrogati...
- Jihad - Today, Tomorrow, and Beyond

CALL IN: (866) 680-6464

Get email from Bill!

Radio Clips:

- H2: Guest Host: Mark Taylor
- H3: Guest Host: Mark Taylor
- H1: Guest Host: Mark Taylor
- H2: Guest Host: Mark Taylor

Dennis's Blog:

- Why the American Values of the Boy Scouts Are...
- Dirty Jobs

Latest Column:

- Five Questions about Shootings at Universi...

CALL IN: (877) 243-7776
Get email from Prager!

Radio Clips:

- Guest Ralph Nader
- Guest Shelby Steele
- Guest Joe Lieberman
- Guest Chuck Norris

Michael's Blog:

- Don't Destroy Scouting: Create an Alternative
- WFB: Happy Warrior Would Shun Cheap Shots

Latest Column:

- Is Islam itself the Enemy?

CALL IN: (800) 955-1776

Get email from Michael!

Radio Clips:

- Calls
- Hugh Hallman, James Lileks
- Mark Steyn
- David Drucker, Phil Kerpen

Hugh's Blog:

- The Coming Battle In Gaza
- Another Productive Week For Congressional Dem...

Latest Column:

- The Least Unpredictable Campaign Ever?

CALL IN: (800) 520-1234

Get email from Hugh!

Radio Clips:

- Obama's Anger at America?
- High School Hate Crime
- Chris Wallace
- Rich Lowry

Mike's Blog:

- Not one American acting Oscar?
- Mortgage time-outs?

Latest Column:

- An Open Letter to Sen. John McCain

CALL IN: (800) 655-MIKE

Get email from Mike!

590 NewsTalk
KTIE

Contact Us: KTIE

San Bernardino, CA
Call In: 1-877-590-KTIE
Email Address: ktie@590ktie.com

Residential Real Estate Builders Serving the Inland Empire

Ranked by sales Volume

continued on page 30

Firm Address City, State, Zip	Sales \$ 2007 Volume	Sales \$ 2008 Projection	Number of Units Constructed in 2007 Total	Single Family	Apts.	Condo Town Homes	Year End Inventory	Top Local Executive Title Phone/Fax E-Mail Address
KB Home 1. 801 Corporate Ctr. Dr., Ste. 201 Pomona, CA 91768	\$500,000,000	\$421,000,000	1,475	1,702	N/A	0	50	Terri Kelly President (909) 618-1454/629-8691 tkelly@kbhome.com
Empire Capital 2. 3536 Concourse St., Ste. 300 Ontario, CA 91764	\$482,000,000	\$500,000,000	2,154	2,154	0	0	0	James P. Previti CEO (909) 987-7788/980-7305 mdwight@forecasthomes.com
D.R. Horton 3. 2280 Wardlow Circle, Ste 100 Corona, CA 92880	\$312,000,000	N/A	N/A	280	0	N/A	2	Steve Fitzpatrick Executive President (951) 272-9797/272-9000
K. Hovnanian Forecast Homes, Inc. 4. 3536 Concourse St., Ste. 100 Ontario, CA 91764	\$300,000,000	N/A	720	700	0	51	200	Jim Rex President (909) 483-7320/481-7286 mmcintee@khov.com
Richmond American Homes 5. 16845 Van Karmen, Ste. 100 Irvine, CA 92606	\$282,000,000	\$309,000,000	489	681	0	0	N/A	Leonard Miller Division President (949) 756-7373
John Laing Homes -Inland Empire 6. 225 E. Rincon St., Ste. 100 Corona, CA 92879	\$282,000,000	\$202,000,000	520	542	N/A	0	1,620	Tim Jones Division President (951) 272-5100/738-9454 www.johnlainghomes.com
MBK Homes Ltd. 7. 175 Technology Dr., Ste. 200 Irvine, CA 92618	\$250,000,000	\$315,200,000	500	320	0	N/A	N/A	Tim Kane President (949) 789-8375/789-9375 www.mbkhomes.com
J.D. Pierce Company Inc. 8. 2222 Martin St., Ste. 100 Irvine, CA 92612	\$43,715,953	\$21,000,000	77	na	N/A	N/A	41	Jennings D. Pierce, Jr. President (949) 428-8440/428-8441 jpierce@jdpierce.com
StrathamHomes, Inc. 9. 2201 Dupont Drive, Ste. 300 Irvine, CA 92612	\$41,000,000	\$51,000,000	200	180	0	0	0	N/A Director of Land Devel. (949) 833-1554/833-7853 nkahlon@strathamhomes.com
Granite Homes, Inc. 10. 17891 Cartwright Rd., Ste. 200 Irvine, CA 92614	\$28,205,000	na	150	150	0	0	6	Daniel Kassel/B.J. Delzer Co-Presidents (949) 250-9229/250-9231 info@granitehomes.com
Empire West Development Inc. 11. 44-600 Village Ct Palm Desert, CA 92260	\$23,200,000	\$34,000,000	200	200	0	0	16	Bruce Maize CEO (760) 568-2955/568-4335
Fieldstone Communities, Inc. 12. 2 Ada St., Ste., 200 Irvine, CA 92618	na	210,200,000	N/A	302	0	0	N/A	Frank Foster President/CEO (949) 790-5400/759-3344 www.fieldstone-homes.com
Century Vintage Homes 13. 1505 South D St. San Bernardino, CA 92408	WND	WND	WND	WND	WND	WND	WND	John Pavelak/Harry Crowell Co-Chairman (909) 381-6007/381-2617 www.centuryvintagehomes.com
Standard Pacific Homes-I.E. Division 14. 255 E. Rincon St., Ste. 200 Corona, CA 92879	WND	WND	WND	WND	WND	WND	WND	August Belmont Division President (951) 898-5500/898-5580 www.standardpacifichomes.com
Young Homes 10370 Trademark St. Rancho Cucamonga, CA 91730	WND	WND	WND	WND	WND	WND	WND	John R. Young President (909) 291-7611/758-5001 www.younghomes.com

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Janette Damian. Copyright IEBJ.

San Bernardino county services and agencies

DESCRIPTION	DIRECT CONTACT	AGENCY
Aging and Adult Services	(909) 891-3900	Aging and Adult Services
Agriculture Weights and Measures		Agriculture Commissioner/ Sealer of Weights & Measures
Airports		Airports
Animal Control	(800) 472-5609	Public Health
Architecture and Engineering	(909) 387-5000	Architecture and Engineering
Arrowhead Regional Medical Center		Arrowhead Regional Medical Center (ARMC)
Assessor		Assessor
Auditor / Controllor - Recorder		Auditor/ Controllor-Recorder, County Clerk
Behavioral Health		Behavioral Health
Board of Retirement	(909) 885-7980	Retirement Association
Building and Safety		Land Use Services
Central Collections	(909) 387-8303	Treasurer-Tax Collector
Child Support Services		Child Support Services
Children And Families Commision		Children's Services
Children's Network		Children's Network
Childrens Services		Children's Services
Clerk of the Board	(909) 387-3841	Clerk of the Board of Supervisors
Commission on the Status of Women		Human Resources
Community Action Partnership		

DESCRIPTION	DIRECT CONTACT	AGENCY
Community Development & Housing Departments		Community Development & Housing Departments
Commuter Services		Human Resources
Coroner		Coroner
County Administrative Office	(909) 387-5417	County Administrative Office - CAO
County Counsel	(909) 387-5455	County Counsel
CSB - WIN		Workforce Development
District Attorney		District Attorney
Economic Development Agency		Economic Development Agency
Emergency Vehicle Operations Center		Sheriff
Environmental Health		
Equal Employment Opportunity		Human Resources
Fire Department		County Fire Department
Fleet Management		Fleet Management
Flood Control District	(909) 387-7995	Flood Control District
Foster and Adoption Services		Children's Services
Grand Jury		Human Resources
Human Services System	(909) 388-0287	Human Services
Human Services System Res.	(909) 383-3440	Human Services
Information Services Department		Information Services
Land Use Services		Land Use Services
Law and Justice Group	(909) 387-6765	Law and Justice Group

continued on page 30

COMPUTERS/TECHNOLOGY

Dr. Bott answers your questions

By J. Allen Leinberger

Forget Dr. Phil. When it comes to computer questions, the place to go is Dr. Bott.

Dr. Bott, you should know, is a sort of clearing house for all things computer. That is, in the 3rd party peripheral or accessory field, especially Mac-based. Dr. Bott not only has items for the computer itself, he has what you need for your iPod, iPhone, game station, etc.

You could go directly to any one of a number of companies who manufacture such items, but you can find them altogether at Drbott.com. Thus, if you want to see the latest from Belkin, Griffin, xtrememac, iHome or even Inland Empire-based Macally, you'll find what they have in Dr. Bott's catalog. But with so much to offer it is often hard to tell which item to choose. I got lucky when Dr. Bott recommended the Marware police quality nylon belt clip with a clear Mylar holder and a Velcro closure for my 4th generation iPod. It has stood up to great abuse and gets used regularly even today.

As new toys are coming out of Cupertino almost daily, I put a few questions to the Dr. Bott people about today's latest goodies.

I began with the earpieces. You should know that the iPod's greatest, and least respected contribution to contemporary American society has been the elimination of the boom box. Today the person next to you can burn out his inner ear at a decibel level comparable to the effect of water boarding with anything from Wagner's Ring cycle to the latest CD from Snoop Dogg without bothering you in the least. We have Apple's earbuds to thank for that.

But now any number of peo-

ple are making earbuds, or ear-phones or even in-channel ear-pieces. Some are as good as Apple's original. Some are almost headset quality. Some are tinny junk that are given away at expos and some cost \$200.

The good Doctor recom-mends the JBL Reference 220 earphone system (\$99).

The earpieces themselves have several little plastic covers to accommodate your ears. They also come with a foldable head-band that will hold the earpieces. It does not go over your hair like a set of headphones. It dangles under your chin like a stetho-scope. You still have to push the plugs into your ear. Unlike the iPod earbuds, they need to get in close to get the impact of the sound. (Playing around with the EQ function on your iPod doesn't hurt either.)

These buds are not designed for sound suppression, but they do a good job of keeping outside noises out.

If you don't like the head-band, there is also a pair of ear cuffs that let you attach the plugs to each ear independently. Again, you will want to adjust things to your satisfaction. These are not as good as an expensive set of "cans" but their sound reproduction is impressive.

The entire package comes in a small solid zip-open carrying case that should fit nicely into your carry-on luggage.

Speaking of real headphones or headsets, some years ago Dr. Bott sent me an inexpensive set of Koss sports phones. They served me well, with decent quality and they packed easily for flight, but alas, their days have ended. I have a great, if expensive, pair of Bose Quiet Comfort 2 phones, which I field tested on a Southwest Airlines flight to Las Vegas with impres-sive results some time ago, but

not everyone can pop for the \$300 cost of these.

Does Dr. Bott recommend anything quite that good for a better price?

Indeed. They carry the JBL 420 series. Like the Bose QC 2 phones, these fit around the ear, not over it, as the QC3 phones do. Like the Bose phones, the JBL's come with a carrying case. Unlike Bose, the JBL headset does not require a battery to operate the sound suppression system. It does, however, have an airline adapter, so you can plug into the plane's audio sys-tem.

I did not field test the JBL's under the same conditions that I did the Bose, but I can tell you that you would have to be a seri-ous audiophile with very sensi-tive ears to notice any difference for the money.

Note that the JBL 420 head-phones are half the price of the Bose.

Many of us, both Mac and PC users, have plugged speaker systems into our desktops in order to get greater sound from our music libraries or even the guy on AOL who tells us we've got mail. I bought an inexpen-sive Altec system some years ago that serves me well.

But does Dr. Bott have any-thing better?

Their people recommend the Harmon Kardon Sound Sticks II. Like the original Sticks I, these have a sort of Sci-Fi look to them with their odd shape and their clear plastic surfaces. The sub-woofer, the big thing that goes under the table, glows blue. As Dr. Bott told me, "They have been around for a while, but they continue to be a very popular product with good sound."

They don't look like they would be very strong, but the sound is almost as good as the sound from studio or theater

speakers. Please note that the Sound Sticks could also be con-nected straight to your iPod or a TV outlet.

Unlike the first series of Sound Sticks, these are analog, which means that you will find them to be more compatible with your music sources.

One last thing that I had to wonder about was the ball of wiring in back of the computer that has all of those USB plugs connected. Again, Mac or PC, this is a mess that has to be dealt with on a regular basis as you connect or unplug various attachments. It turns out that Dr. Bott has two options. The Belkin cable-free USB 4 port hub and their own Dr. Bott gHub 2.0.

Dr. Bott has nothing but good things to say about the Belkin wireless hub, which they carry. That being said, they are rightly proud of their own gHub, which they describe as a "great non-wire alternative at about one tenth the price."

Considering the number of attachments that I plug into my computer, including the printer, two flash sticks, an external hard drive, a digital camera, two digi-tal recorders, and other miscella-neous items, the convenience of a cordless USB center like the gHub is a blessing.

It is important to remember that there is no such person as Dr. Bott. Like Betty Crocker and Tony the Tiger---he is simply a personification of what his com-pany represents. And what his company represents is a one-stop place to shop for all of that stuff you wish your computer could accommodate.

Remember what the Macally people told me last year. Lots of things that third party companies think up become part of the basic computer very soon. In the meantime, Dr. Bott has the answers.

San Bernardino county services and agencies

DESCRIPTION	DIRECT CONTACT	AGENCY	DESCRIPTION	DIRECT CONTACT	AGENCY
Law Library	(909) 885-3020	Law Library	Recorder		Auditor/ Controller- Recorder, County Clerk
Library		Library			
Local Agency Formation Commission		Local Agency Formation	Regional Parks		Regional Parks
Commission Museum		Museum	Registrar of Voters		Registrar of Voters
Office of Legislative Affairs	(909) 941-6550	Community Development & Housing	Sheriff		Sheriff
Parks		Regional Parks	Solid Waste Management		Solid Waste Management Division
Preschool Services		Preschool Services	Special Districts		Special Districts
Probation	(909) 387-5841	Probation	Superior Court		Superior Court
Public Administrator		Public Administrator	Transportation		Transportation
Public Defender		Public Defender	Treasurer-Tax Collector		Treasurer-Tax Collector
Public Guardian	(909) 798-8500	Public Guardian	Veterans Affairs		Veteran Affairs
Public Health		Public Health	Water Resources Division		Flood Control District
Public Works		Public Works	Western Region Item Bank		Human Resources
Purchasing	(909) 387-2060	Purchasing	Workforce Investment Board		
Real Estate Services	(909) 387-7813	Real Estate Services			

Residential Real Estate Builders Serving the Inland Empire

Ranked by sales Volume								
Firm Address City, State, Zip	Sales \$ 2007 Volume	Sales \$ 2008 Projection	Number of Units Constructed in 2007 Total	Single Family	Apts.	Condo Town Homes	Year End Inventory	Top Local Executive Title Phone/Fax E-Mail Address
American Housing Group 14298 Saint Andrews Dr., Ste 4 Victorville, CA 92395	WND	WND	WND	WND	WND	WND	WND	James B. Tatum President (760) 245-1933/245-2285
Regency Homes 2 Chateau Crl. Rancho Mirage, CA 92270	WND	WND	WND	WND	WND	WND	WND	Peter Solomon President (760) 770-2088/770-6633 www.regencyhomes.com
Steven Walker Communities 7119 Indiana Ave. Riverside, CA 92504	WND	WND	WND	WND	WND	WND	WND	N/A (951) 784-0840/784-0844

N/A = Not Applicable WND - Would not Disclose na = not available. The information in the above list was obtained from the companies listed. To the best of our knowledge the information supplied is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Please send corrections or additions on company letterhead to: The Inland Empire Business Journal, P.O. Box 1979, Rancho Cucamonga, CA 91729-1979. Researched by Janette Damian. Copyright IEBJ.

UCR...

continued from page 1

they wanted to greatly expand their message and create a much-needed buzz about their programs and efforts," said Spates. "I thought it was a good opportunity to bring in additional resources, and contacted Stephanie Greene and the team at FGC." IMC is proud of their many collaborative efforts that have resulted in strategic solutions for a variety of clients.

Both company principals believe this might be a ground-breaking collaboration, which will result in the most effective and efficient use of the client's budget to achieve the goals. "There's a lot of friendly competition in the Valley in this industry, but this is the first time we've been approached to create a team effort," stated FGC's Stephanie Greene. "It's stimulating to work with another professional firm, combining ideas and strategies, to assist in taking a project to the next level for a client."

helping employees...

continued from page 17

self-talk. A mental "upgrade" begins with "I can; I am; I do; or I succeed at ..." These statements should be written and entered into the Quantum Leap notebook as "Step Four - Believing my Success."

Initially you will coach the four steps in sequence, but soon realize that they become integrated steps. On any given day your employee's thoughts will glide seamlessly from the high altitude of a dream, down to the earthly details of the day's most immediate target. Your employee's life is being transformed because he or she sees their world differently. And because they see the world differently ... it is!

To contact the author call 1-800-616-1193 or visit davebenzel@cs.com.

EMRISE secures first orders

EMRISE Corporation, a Rancho Cucamonga designer, manufacturer and marketer of proprietary electronic devices and communications equipment for aerospace, defense, industrial, and communications applications, announced that it has secured orders of \$750,000 for its network access products from customers in French-speaking North African countries, including its first orders in the region for its edge network communications equipment for the military, which the company believes to be a new and potentially significant market opportunity. A substantial percentage of these new orders are for a new military communications system from one of the largest countries in the region.

The company's French subsidiary CXR Anderson Jacobson (CXR-AJ) generated a record \$9.6 million in revenue in 2007 including approximate-

ly \$4 million in military revenue for European countries. CXR-AJ also does business in seven French-speaking countries in North Africa, which, until these most recent orders, was primarily for public telecommunications infrastructure networks.

EMRISE Chairman, President and CEO Carmine T. Oliva characterized the company's entry into the military market in North Africa as the achievement of a major strategic milestone to expand its military business beyond Europe. "We see a number of large opportunities for military applications in the larger French-speaking countries of North Africa, and we believe our relationship with one of the largest countries in the region can serve as a strong endorsement for our company and our products," Oliva said.

Search for Commercial Space for Lease/Sublease

For office, retail, industrial and executive suites

sublease.com™

310/414-0404

13101 Washington Blvd, #219 Los Angeles, CA 90066

www.sublease.com

A world leading company is located right in your backyard.

And it's looking for professionals like you.

You don't need to go far to find a career with an innovative, growing company. ESRI, the world's leading developer of geographic information system (GIS) mapping software, is located right here in the Inland Empire. With annual revenues of more than \$610 million, ESRI employs 4,000 people worldwide—1,700 of whom are based in Redlands.

We are looking for qualified professionals in the areas of

- Accounting and Finance
- Purchasing
- Contracts
- Human Resources
- Marketing
- Software Development

We offer an attractive compensation and benefits package along with ongoing career and personal development opportunities. Employees can also enjoy the convenience of our café with a Starbucks coffee bar and keep in shape at our on-site gym.

Visit www.esri.com/careers to discover who we are and why we're so excited about what we do.



380 New York Street, Redlands, CA 92373-8100

Copyright © 2007 ESRI. All rights reserved. The ESRI globe logo, ESRI, and www.esri.com are trademarks, registered trademarks, or service marks of ESRI in the United States, the European Community, or other countries. Other companies and product names mentioned herein may be trademarks or registered trademarks of their respective trademark owners. ESRI is an Equal Opportunity Employer.

recession by suggestion...

continued from pg. 15

a bust that could lead us to a recession."

It's surprisingly tough to go against the mob.

Not doing what everyone else is doing can be very difficult when mob mentality has taken over. If everyone else is selling their stock because they've heard that's the best thing to do, then it can be hard for individuals to justify holding their positions. You reason, if I don't do what everyone else is doing, I could lose everything. No one points out that if you do follow the mob, you could still lose everything. You'll just be in good company.

"It becomes uncomfortable to not go with the mob, because the alternatives the mob presents are made to look so scary. The result is that people think the mob must always be right," says Rajiva. "It's much easier to agree with everyone else than to try to be the maverick who points out the flipside or the downside of things. So people choose to believe the scary things they hear on the news, and they react like everyone else. They sell their stocks or stop putting money into the economy and hunker down to escape the winds. Instead, they bring on the storm. By acting with the mob, we fail to do the things that could really protect us and end up bringing on the things we fear."

Oddly enough, it's less painful to be a loser when everyone else is, too.

"Mob mentality is an amazing thing," says Rajiva. "Because it makes us feel good to follow along, even when it's into disaster. It is not so much bad luck we want to avoid as being on our own. Being able to say along with several others, 'I lost a lot on this or that stock, too!' is comforting. Why it is that a recession should be less painful if we are all suffering the ill-effects isn't

clear. But mankind is first of all a herd animal and fears nothing more than not being part of the herd—win or lose."

Even people in okay financial shape succumb to mob mentality.

The unfortunate thing is that we listen to the mob even when we don't have to. Sure, a lot of people are suffering from the subprime collapse, and the bumpy stock market is giving us all the jitters, but plenty of people who aren't facing financial ruin at all are nonetheless tightening their budgets along with everyone else. That makes it inevitable that consumer confidence will decline even more. "To get the economy back on its feet, we need people to be putting money into it," says Rajiva. "As everyone from coast to coast keeps screaming and warning of an impending recession, Americans are less likely to make unnecessary purchases and more likely to keep their wallets shut in hopes of saving for rainy and rainier days."

The dollar dump is sure to make matters worse.

As recession fears mount, more people will buy gold when it's already at historical highs and they'll dump the dollar when it is probably closer to a bottom now than it has been in a long while. When that happens, gold prices will shoot higher and the dollar will crash. People will bring about the very things they fear. Does that mean we shouldn't diversify our assets? No, of course not. By all means, open a savings account in the Euro or the Yen or Franc; by all means buy some gold. Things could get worse economically, without a doubt. But just remember that more than any single economic factor, loss of confidence in the U.S. is what is most likely to bring on a dollar crash.

"On the other hand, if countries all over the world decide that the United States really is

continued on page 35

Employment training panel awards \$9.3 million

The California Labor and Workforce Development Agency's Employment Training Panel (ETP) approved 33 contracts totaling \$9.3 million in job training funds, which will provide training to 8,120 California workers for quality jobs in a broad range of industries.

ETP is a business and labor supported state agency that assists employers in strengthening their competition edge by providing funds to partially offset the costs of job skills training that is necessary to maintain high-performance workplaces. California's ETP is a performance-based program, providing funds for trainees who successfully complete approved training programs and are retained in well-paying jobs for a specific period of time.

The program is funded by

Contractor	City/County	Contract Amount
Arrow Electronic, Inc.	San Bernardino	\$227,520
Ball Corporation	San Bernardino	\$11,520
Brithinee Electric, Inc.	San Bernardino	\$49,920
C.W. Driver, Incorporated	Los Angeles, San Bernardino, Irvine, San Diego	\$308,448
The Sedaker Group of CA, Inc. dba Directbuy of West Riverside County	San Bernardino, Riverside	\$48,400
Circor Aerospace, Inc.	Riverside	\$360,000
Ollila Industries, Inc.	San Bernardino	\$31,200
Unilever Supply Chain, Inc.	Riverside	\$159,840

the Employment Training Tax paid by California employers, and targets firms threatened by out-of-state and international competition. Since its inception in 1983, the ETP program has provided over \$1 billion to train more than 760,000 workers in over 65,000 California companies. Employers match training funds awarded through ETP contracts, making these projects true public-private partnerships.

To view copies of the proposals considered by the Panel at its most recent meeting, visit the ETP Website at www.etp.ca.gov/packets.cfm. For more information about the ETP program, please visit www.etp.ca.gov or call 916-327-5261.

Local Inland Empire companies receiving training funds and contracts include:

When planning your 2008 advertising budget, consider the **INLAND EMPIRE BUSINESS JOURNAL**. For advertising information call Bill Anthony at (909) 483-4700. Or visit our website: www.busjournal.com



INLAND EMPIRE FOCUS

KTIE Radio 590 AM

Tuesday Evenings, 8:30 PM

Challenging your thoughts in relation to business, politics, economic conditions and the general business life of San Bernardino and Riverside counties.

Hosted by
Cliff Cummings and Bill Anthony



FULL SERVICE GRAPHICS

- Web Development
- Web Design
- Databasing
- E-Commerce
- Web Hosting
- Graphic Design
- Corporate Identity
- Animated Logos
- Marketing Collateral

Be Noticed!! Increase Business with Custom Design

Mention this ad for a free consultation

909.338.3187
www.mindseyes.net

Having trouble keeping your website up-to-date?
Does it take forever to get your website updated?
Is your web staff overworked?

We can help!

cyberStrategies internet commerce solutions

- Content management solutions
- E-commerce tools and services
- Online shopping carts and credit card transactions
- Website planning, design and implementation
- Website project management services
- Website hosting
- Custom search engines, directories and catalogs

Our content management tools can help you decouple the look-and-feel of your site from the informational content. Your clerical staff can keep your content up-to-date; they won't have to wait for your overworked web experts to do it.

For more info see us at www.csz.com
Call today for a free consultation!
909-920-9154 x27

REAL ESTATE NOTES...

continued from pg. 15

Waring. Designed by renowned architecture firm **Ware Malcomb**, the 24,000-sq.-ft. project is expected to help satisfy the growing demand for smaller, high-end office space in the area. The building, developed by **Jack Entin of Moorpark** and **Scott Stokes of Palm Desert**, offers high-efficiency A/C units, dual-glazed tinted windows, and super-insulated foam roof to keep skyrocketing utility costs down. **La Quinta Business Centre** also has covered parking and an exterior security camera system. **Thom Gottberg** and **Dani Alexander** from the Indian Wells office of **CB Richard Ellis** are the exclusive leasing and marketing representatives for **La Quinta Business Centre**. An LA-based private developer paid \$23.5 million for **Carousel Mall**, a 495,000-sq.-ft. (\$47/sf) property in downtown **San Bernardino**. The buyer plans to redevelop the property, which is located at 295 **Carousel Mall Way**, just east of the I-15 between 5th St. and Rialto Avenue. Former anchor sites at the mall for **JC Penney** and **Harris** department stores were not part of this sale. The property,

originally built in 1972, was sold by **LNR**, which acquired asset in 2006 with big plans for the site. This included adding additional retail space along with up to 750 residential units. Unfortunately, the changing economic conditions in the second half of 2007 put a halt to those plans, and **LNR** elected to sell, rather than try to move forward with a scaled back version. The buyer, **Placo San Bernardino**, is a company owned by **Donald** and **Min Chae** in the city of **Lynwood**. In **Corona**, **Fleetwood Aluminum Products Inc.** paid \$21.5 million (\$104/sf) for a 207,400-sq.-ft. industrial building that the company plans to occupy as its new headquarters' facility. Located at 395 **Smitty Way**, the building will be used for the company's corporate offices and the manufacturing of aluminum products. **Fleetwood** was formerly located in **Corona** in four separate buildings. **Walter Frome** and **Bill Livesay** of **Voit Commercial Brokerage** represented **Fleetwood** in the deal. **Paul Earnhardt** of **Lee & Associates** negotiated for **Cusumano Smitty Way LLC**, the seller. A **St. Louis, Missouri** investor

spent \$5.26 million on a 26,200-sq.-ft. (\$201/sf) shopping center in the **High Desert** community of **Victorville**. The property, **Greentree Plaza**, is located at 13708-13728 **Hesperia Road**, east of I-15 off of **Greentree Blvd.** **Greentree Plaza** encompasses 3.32 acres and consists of 14 local tenants serving the surrounding area. The three-building property was built in 1985, and was 89 percent occupied at the time of sale. **Jeremy S. McChesney** and **Cameron Rafati** of **Hanley Investment Group** represented the seller, **Irvine-based Pinetree Enterprise Inc.** The buyer, **Missouri Plaza LLC**, based in **St. Louis, Missouri**, was represented by **Jin Park** of **GMAC Real Estate** in **Chino Hills** and was able to complete an exchange transaction with this deal. In a **Palm Desert** land sale, a 7.22-acre site at the southeast corner of **Chase School Road** and **Western Avenue** in unincorporated **Riverside County** was purchased for \$2.5 million (\$7.95/sf). The subject property is an "L" shaped parcel that is zoned **Riverside County W2**, which is a controlled development zoning classification. The **Riverside**

County General Plan has the area designated as light industrial. **Stewart Weston, Matt Wenzel, and Josh Cohen** of **Marcus & Millichap** represented the seller in the transaction. In **Wildomar**, a 4.5-acre land parcel located at 36215 **Jana Lane** was acquired by **Milestone Wildomar LLC**. **Rick Geatty** and **Adrienne Bernstein** of **Cushman & Wakefield** represented the buyer, who plans to hold the land as an investment. The seller, **Rancho Communications LLC**, was repped by **Mark McKinnon** and **Cyndi Light** of **JPM Properties**.

This column provides a review of the latest commercial real estate activity throughout the Inland Empire. It is produced in a joint media effort between the Inland Empire Business Journal and Rentv.com, a leading Internet real estate news site which has been covering the industry in California for nine years. For more commercial real estate information from around California, go to www.rentv.com.

recession by suggestion...

continued from pg. 32

willing to tackle its economic and foreign policy problems responsibly and rationally, and isn't just going to turn on the spigot of cheap money, you could well see an improvement in the dollar's health," says **Rajiva**. "It's all about perception, or 'impression management' as the sociologists call it."

Groups are less willing to listen to other perspectives.

When mob sentiment rules, the "us or them" mentality takes over, killing any opportunity to discuss issues openly and intelligently. Issues become one-sided, and few people in the "in group" are interested in reviewing evidence that supports any viewpoint other than their own. The marketplace of ideas shuts down, so solutions aren't found easily—or at all.

"You'll see this happening now in discussions about how the subprime collapse should be corrected," says **Rajiva**. "The rhetoric of class-war between the rich and the poor is going to escalate even though many of the people hit by the subprime collapse were actually affluent investors trying to make a quick buck on risky deals. You can already hear the voice of the herd in the calls for greater regulation of the mortgage industry and for bail out of homeowners facing foreclosure. But the lending scams of the past few years took place in violation of standards and regulations that were already in place. It's not more regulation that's needed but more common-sense practices on both ends—the homebuyers and the mortgage lenders."

"I'm not saying that the economy isn't in real trouble right now," says **Rajiva**. "In fact, the reality is that money problems are likely around the corner for many Americans for some

time to come. All of the debt and purchasing on credit we've been doing for years now is about to catch up with us. But because everyone—experts, the media, your neighbors, and so forth—are now screaming that a recession is coming, the mob in us attaches to that viewpoint, and we are closed off from looking for solutions that could help us avoid a recession."

"My hope is that by recognizing how mob sentiment works, at least some of us will start looking for ways to adapt to what's ahead and to find solutions to our problems instead of just giving into panic and turning to the government to save us—something that will only make our problems worse," says **Rajiva**. "We don't have to walk blindly into a recession. We can take our medicine, and then use our heads as rational individuals to break away from the mob. We can steer our way through the shifting currents rather than head straight for the rocks."

Las Casuelas anniversary...

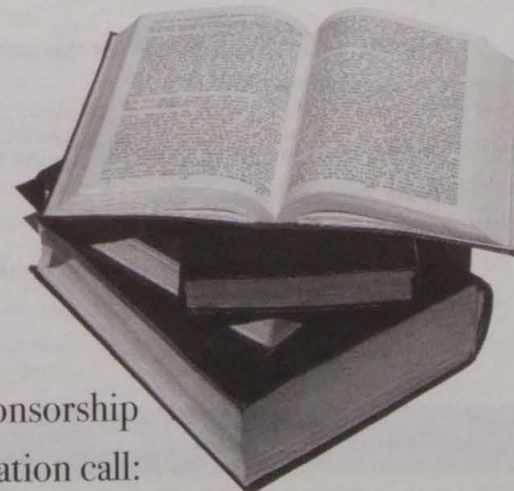
continued from pg. 12

and **Maria Delgado** received a star on the **Palm Springs Walk of Stars**, at the entrance to **Las Casuelas Terraza**. The street which runs next to **Las Casuelas Nuevas** in **Rancho Mirage** also honors the family's vision with the name "Via Florencio."

Del and **Maria** were two exceptional people of superior ideas and instincts. They had a vision for where the **Coachella Valley** was going and the inevitable population boom it would experience. They knew when to seize opportunities and taught all of their children that character, leadership and commitment to the family and the community are what truly determines success.

Palm Springs Book Festival

Sunday, April 13 at the
Chamelot Theatre Campus
Home of the Palm Springs
International Film Festival



For sponsorship
information call:

1-760-564-3112

SAVE THE DATE
State of the City 2008
MAKE THE CONNECTION, MONTCLAIR



Featuring
A Taste of Montclair
Wednesday, March 26, 2008 - 11:30 a.m.
Montclair Community Center

BERGMAN WINDOW WASHING

YOU DON'T BUT WE DO WINDOWS

TOM BERGMAN
909-518-6678

FAMILY RUN BUSINESS
CUSTOMER SATISFACTION
LIC#621019 & INSURED
COMMERCIAL/RESIDENTIAL
FRIENDLY DEPENDABLE SERVICE
FREE ESTIMATE
FREE 8 DAY RAIN TOUCH-UP

WWW.BERGMANWINDOWWASHING.COM



Please allow us to introduce ourselves: Triton Communications, Inc., a full service telecommunications company. Originally formed in 1981, and incorporated on August 12th 1982. We began as a contractor providing installation service for Rolm of California. In 1985, Triton Communications, Inc. became an interconnect and began to serve its own customers.

We are very proud to say that many of our original customers are still with us today. Please review the list of services and qualifications below. We are certain you will find that Triton Communications, Inc. can be of assistance to you and your company. We have a very well trained technical staff and our installation and service technicians have an average of fifteen years experience each. The following is a list of our services:

- Sales and Service of refurbished (Nortel, Toshiba) & new (NEC) telephone systems and equipment.
- Complete System cabling of voice, data, and computer networking.
- Voice Mail and Paging systems to Video conferencing and Call Accounting systems.
- Providing Local Dial Tone, T1, Long Distance and 800 numbers.
- VoIP solutions.

Aspire

Triton Communications, Inc.
663 Brea Canyon Road Ste. 4
Walnut, CA 91789
Phone: 909.594.5895
Fax: 909.598.2832
www.tritoncomm.com



Being railroaded?

By Bill Leonard, Member
State Board of Equalization

No one disagrees that California's roads and freeways are too crowded, or that more investment is needed to improve them. A majority of voters believed strongly enough to vote for Proposition 1B, a bond measure for transportation infrastructure. I am confident that most voters could not possibly calculate the complex manner the funds would be divided, prioritized, and distributed. While it was sold to voters as putting money into congested freeways and building more roads, Prop. 1B actually designated a whole bunch of money for other things, including: ports, air quality, navigable inland waterways, and freight rail systems.

That is raising the ire of local officials in the Inland Empire who want money in their area to go for freeway projects to relieve car and truck congestion. However, Caltrans is trying to get money designated for the "Colton Crossing," where two sets of railroad cross each other. No roads are involved, but because the rail lines intersect, trains get backed up. A bridge would allow one set of tracks to go over the other, easing the rail congestion, but doing nothing to help people stuck in cars on the 10 Freeway adjacent to the rail lines. It would be a \$198.3 million fix on the property owned and used by BNSF Railway and Union Pacific.

Some are outraged at the thought of that much public money going to benefit private railroad companies. However, railroads have long benefited from govern-

ment funds, whether it was the land given them by the federal government or the multitude of perks they squeezed out of state government when they ran California. The railroads obviously had a hand in crafting the Prop. 1 B language to benefit them once again and voters approved it.

What voters were not told was this: the railroads do not pay the same fuel taxes that you and I do. Railroads are exempt from the excise tax on diesel fuel that the rest of us pay to fund highway construction projects. If railroads had paid this user tax on fuel, then it would be much more justified for them to participate in state sponsored railroad projects.

However, Prop. 1B included many separate pots of money (When you voted on 1B, did you pay attention to the distinctions between the Trade Corridor Improvement Fund and the Corridor Mobility Improvement Account?) and one of them is \$1 billion for emission reduction relating to freight movement, which includes trains. Instead of spending any money that voters obviously intended to make their freeways run better on a private rail project, why not designate the air quality improvement money for the train crossing? Certainly everyone recognizes that we would like to minimize idling trains belching smoke into our air and if we can accomplish that AND fund the freeway projects that will reduce congestion, then everyone wins.



DALE CARNEGIE®
TRAINING

FREE

workshop
to improve your selling
skills

Experience the Power of the World-
Famous Dale Carnegie Sales
Advantage Training® - FREE

Attend a FREE workshop of the
Dale Carnegie Sales
Advantage Course®!

70% of sales forces report a minimum 20%
increase in sales using the Dale Carnegie
process.

Sales Advantage is the only course that
interweaves Dale Carnegie Training's proven
principles of success into every session. It will
turn you into a sales leader because it develops
the whole you.

The sales relationship process you will learn in
this dynamic course is second to none. It will
show you how to manage your time and territory
productively; prospect intelligently; and get in
front of a potential customer. It will even help you
structure what to say in your face-to-face
meeting.

REGISTRATION INFO

When:
March 6, 2008
5:30 pm - 7:30 pm

Where:
Claremont, CA
R.S.V.P.:

800-628-3253, ext. 229

Email:

rhonor@dalecarnegie.com

Sessions fill rapidly and space is
limited. Reserve your seat today
for the Dale Carnegie Preview
Session

- Apply a proven seven-step selling process to create partnerships with buyers
- Practice methods to uncover and appeal to different buyer interests
- Present solutions that are persuasive and convincing
- Practice six methods to ask for the sale with confidence
- Identify the best prospecting methods to fill the sales pipeline
- Learn ten ways to manage time to focus on profitable action

Enroll Today!

Dale Carnegie Training® has helped over 7 million business people achieve success. Let us make you our next success story.

RESTAURANT REVIEW

TAPS Fish House & Brewery

By Ingrid Anthony

This has never happened to me---thinking about a dish I had about two months ago. What is more surprising is that the dish is a fish entree---sea bass. I order fish about four times a year when I worry about fatty meats and cholesterol. Obviously my worry meter has to be altered.

I had the good fortune to taste the miso marinated pan roasted Chilean sea bass with Japanese sticky rice, sautéed spinach with red, green and yellow pepper jam at TAPS Fish House & Brewery in Corona. When I want something really special, this dish comes into my mind---if only I had the abilities and the talents of Nelson Barillas, the executive chef, and Tom Hope, the director of culinary,

who created this wonderful dish. Somehow they combine the flavors of France, Asia, and New Orleans in their creations at TAPS---you have to experience this if you truly love creative and flavorful dishes.

TAPS Fish House & Brewery has two locations---one in Brea which debuted in 1999 and the Corona location which just opened last year in November, and the one I will describe. It is a 17,500-square-foot restaurant which seats around 500 and is located at The Promenade Shops at Dos Lagos. If you are using *Map Quest*, don't. The directions sent us in the opposite direction, and we nearly fell into a ditch on a remote road. Thank goodness our dining



One of the dining areas of TAPS



Chilean Seabass

experience was better or else we would have had a very bad night.

When you first enter this restaurant, you are amazed at its size. Fortunately, the restaurant is divided into several sections so there is an intimate ambiance while dining. There is an exhibition kitchen and oyster bar; full

brewery; a spacious lounge; and three patios with fire pits. The atmosphere is very pleasing but the food is divine. Give credit to the brainchild of proprietor Joe Manzella who wanted to create dishes he

continued on page 39



909 / 987-1928

950 Ontario Mills Drive, Ontario

Mon / Thur 11:30 a.m. - 9:30 p.m.

Fri 11:30 a.m. - 10:30 p.m. • Sat 4:30 p.m. - 10:30 p.m.

Sun 4:00 p.m. - 9:30 p.m. • Reservations Recommended

It's New York without the attitude! This award-winning restaurant is where famous fare is finely defined. Our menu features prime steaks, Australian lobster tail, garlic roasted chicken, rack of lamb, prime rib and fresh seafood specialties. Join us for jazz in our Manhattan Room where acclaimed artists have made us the Inland Empire's most intimate jazz experience! We take care of every detail with innovative menu items, specialty dishes, dramatic desserts, outstanding wine selection and entertainment to complement your dining experience - and discover our magnificent banquet rooms, perfect for hosting your next event.

THE HISTORIC GALLEANO WINERY



We can custom design a label just for you using: Photos, Logos, Colors, Invitations, Themes.

Weddings • Anniversaries
Birthdays • Special Events
Graduations • Holiday • Gifts
Wine Tasting Available Daily



4231 Wineville Road
Mira Loma, CA 91752
(951) 685-5376 or (951) 360-9180
www.galleanowinery.com

Tour the Historic Winery weekends from 2:00 pm to 4:00 pm or by appointment
Listed in the National Register of Historical Places

MANAGER'S BOOKSHELF

"Driving Change: The UPS Approach To Business,"

By Mike Brewster and Frederick Dalzell;
Hyperion, New York, New York;
2007; 289 pages; \$24.95.

Apparently 2007 was the year that business writers turned their attention to UPS. A bit earlier in the year the book "Big Brown: The Untold Story of UPS" gave an overview of UPS from the "10,000-foot" level. Then the book "Driving Change..." gives the reader a lot closer look with a manager's eye-view of the company.

"Driving Change" authors Brewster and Dalzell set the stage for their close-up view by offering examples of how the elements of the UPS branding identity also became the foundation of their corporate culture. UPS Brown is the same color as Pullman railroad "sleeping" cars. This accomplished two things: it identified UPS with first-class service and served to mask the accumulated dust of a day's deliveries on UPS "package cars." Of there was rarely much dust to clean. UPS "package cars," as they're called, never collected much dust. They were (and continue) to be washed every night and inspected daily. In the early 20th Century, the cars' interiors were also steam cleaned and varnished weekly.

The uniforms worn by the package car drivers were expected to be clean and neat, including the caps. To facilitate shined shoes, shoeshine kits were placed in the drivers' locker rooms. During its early days, employees at UPS knew they were fighting for a niche with competing express package delivery firms, some of whom were industry giants at the time such as the Pennsylvania Railroad. Employees were picked for their desire to serve customers, their attention to detail, and a their fair degree of competitive spirit. These are still valued attributes of prospective employees.

Among the many reasons why UPS still attracts employees with these traits are the company's policy of promoting from within whenever practical and possible, and offering shares in the corporation so that everyone in the firm has a sense of ownership.

The overall result today is a customer-oriented organizational culture that continues to seek improved effectiveness and is always on the lookout for the "big idea" that will give them the edge on competitors. UPS' founder, Jim Casey, coined a phrase for this aspect of the company's culture, calling it "constructive dissatisfaction."

During the past few years UPS has gone far beyond surface and air package deliveries. They have become an integral part of the supply chain of their customers. One of the instances of how this works is the relationship between UPS and Toshiba computers. They note:

"Toshiba laptop owners calling in a technical problem reach a UPS call center and are directed to drop off their computer at the nearest UPS Store. The UPS Store ships the machine Next Day Air to a UPS facility in Louisville, and by 5:00 A.M. the laptop is in line to be repaired. If the customer is lucky, the problem can be fixed that very day for next day arrival."

As the authors point out, it's not just laptops being fixed in Louisville. The list includes a digital media projector and digital camera manufacturers. UPS also pioneered the use of its warehousing facilities to store customers' products for subsequent distribution to retailers or end-users that make their purchases through the Internet.

There is a negative element to the book though not fatal. The book appears to be more than a bit of public relations on behalf of

UPS. Although a few adverse items during the company's history are noted, they are put in the light growing pains or dealing with new technology rather than procedural or technical errors that should have been foreseen. In fairness, however, UPS has suffered fewer major issues than most modern American corporations and they have reacted more quickly and more efficiently than most. Certainly the company's skill at team building is outstanding and in some ways beats any of the teams in the NFL.

One area where the book doesn't quite meet its competitors in analyzing the development of the "Brown" brand is its de-emphasis of how the company did it. There's certainly a considerable amount of information about what UPS did to achieve its Fortune 500 standing, but there should be more about how did they did it.

-- Henry Holtzman

Bestselling Business Books

Here are the current top 10 bestselling books for business. The list is compiled based on information received from retail bookstores throughout the U.S.A.

1. "The Age of Turbulence: Adventures in a New World," by Alan Greenspan (Penguin Group...\$35.00) (1)*
Former Fed Reserve Chairman tells all...more or less.
2. "Launching a Leadership Revolution: Mastering the Five Levels of Influence," by Chris Brady and Orrin Woodward (Business Plus...\$23.99) (3)
Detailed view of how to develop leadership skills.
3. "The Dip: A Little Book That Teaches You When to Quit (and When to Stick)" by Seth Godin and Hugh Macleod [Illustrator] (Penguin Group - USA...\$12.95) (2)
Why winners often quit while losers stick.
4. "Winners Never Cheat: Everyday Values We Learned As Children (But May Have Forgotten)," by Jon M. Huntsman (Wharton School Publishing...\$19.95) (7)
Why playing by the rules is still the only way to win.
5. "The Long Tail: Why the Future of Business Is Selling Less of More," by Chris Anderson (Hyperion...\$24.95) (4)
Why products sold by Internet generate nearly unending sales.
6. "The Black Swan: The Impact of the Highly Improbable," by Nassim Nicholas Taleb (Random House...\$26.95) (6)
Why events that shouldn't take place always startle us.
7. "Think Big and Kick Ass in Business and in Life," by Donald Trump with Bill Zanker (HarperCollins...\$26.95) (5)
"The Donald" continues to brand his favorite product.
8. "Good to Great," by Jim Collins (HarperCollins...\$27.50) (9)***
Climbing the steps from a good organization to a great one.
9. "Freakonomics: A Rogue Economist Explores the Hidden Side of Everything," by Steven D. Levitt (HarperCollins...\$25.95) (10)
Why you shouldn't accept the official version of anything.
10. "Jeffrey Gitomer's Little Red Book of Sales Answers," by Jeffrey Gitomer (Pearson Education...\$19.99) (8)
Sales guru offers answers to sales questions.

*(1) -- Indicates a book's previous position on the list.

** -- Indicates a book's first appearance on the list.

*** -- Book previously on the list is on the list once again.

Copper Mountain...

continued from pg. 44

Play in the Snow: Don't forget to build a snowman, make a snow angel or have a snowball fight. My son even has his own "snowball machine," although making the snowballs in your hands will do just fine. Just please promise not to throw them at 'mom' too hard because yes, they hurt. Cost: free! No reservations required.

Camp Woodward: While not yet scheduled to open until 2008-2009, I must mention the upcoming Camp Woodward in Copper. Camp Woodward will offer skateboarders, BMX bikers, and now skiers and riders, with progressive learning opportunities. The camp will include a 19,600-sq.-ft. facility with indoor artificial snow equipment, where participants will learn by using trampolines, foam pits and bungee systems. It provides a safe environment for extremists to practice and master what they have learned.

My family had four days of skiing mixed with a variety of winter activities. If we had just a few more days, we would have kept the activities going with cross-country skiing, a snowmobile tour or even snowshoeing. The snow was great and the winter activities kept my family moving...which was more healthy than laying around the beach. Don't get me wrong...there's nothing "wrong" with the beach. You just can't ski on it.

Visit: www.coppercolorado.com or call Lodging Info and Reservations: 888.219.2441 Guest Services/General Info: 866.841.2481.

TAPS...

continued from pg. 37

loved in New Orleans, Seattle and San Francisco. The flavors at TAPS is definitely a team effort and it shows. TAPS serves generous portions, specializing in fresh fish hand cut daily, a varied selection of just harvested oysters, steaks, and even hand-thrown pizzas.

Beer and Wine

Obviously from its name, TAPS is known for its beers which are brewed on site. Brewmaster Victor Novak, with TAPS since its inception, has been given carte blanche to create its brews, importing grains and hops from England and Germany. TAPS has won 30 awards ranging from the Los Angeles County and California State Fairs to the Great American Beer Festival and the World Beer Cup. Top winners, by the way, are Novak's Irish Red and Cream Ale. If you are so inclined, you may take TAPS' beers home in a 64-ounce growler available for sale.

However, if wine is your choice, the selection is also significant. TAPS' wine list has received the Wine Spectator Award of Excellence for the last seven years. Over 165 domestic and imported wines, priced from \$27 to \$500, are stored in a climate-controlled, custom built wine bin visible from the entry. Wine lockers are also available for guests. TAPS thinks of everything!

AND THE BEST --- THE FOOD

I am unable to list every-

thing on this extensive menu, but I will try to give you some items we tasted and enjoyed.

For starters we tried the calamari Provencale (flash fried and tossed in a zesty butter sauce of Worcestershire, garlic, green onion, tomato and Tabasco - \$9); seafood ceviche cocktail (citrus marinated shrimp, scallops and fresh fish with tomato, cucumber, onion, avocado and cilantro served with warm tortilla chips - \$11); Maryland style crab cake (served with Cajun remoulade sauce and spicy Louisiana slaw - \$9); and an Asian wrap with a flavorful cabbage (this was an experimental dish not yet on the menu; however, it should be because it was very flavorful and tasty).

My guest tried the Maine lobster bisque (\$7 cup and \$10 bowl) -- a bisque finished with brandy and creme fraiche--- and was not disappointed with his choice. My other guests passed on the salads and soups because they wanted to have room for the main attraction--- the entrees. Carlo chose the pan roasted swordfish (hearts of palms, oyster mushrooms, cherry tomatoes, herb infused Moroccan couscous and lemon chive vinaigrette - \$26) and said it was the best swordfish he has ever had. Bill chose the jumbo Maine sea scallops (pan seared and served over crispy goat cheese potentia cake with oyster mushroom butternut squash ragout - \$25) and raved about it. Since I had the best sea bass I ever tried, we all highly recommended the seafood at TAPS. Fresh is first word that comes to mind and flavorful is the next.

Listed on the menu is "Everything in Between" which features items such as

TAPS burger; shrimp and lemon pepper fettuccine; chicken pesto penne pasta; Szechwan linguine beef and shrimp; roasted garlic and three cheese ravioli; Jerome & Jose's jambalaya; and their pizzas which are thin crusted and made from scratch dough.

The ONLY item that I found I could not recommend is the chocolate souffle. It resembled a cake instead of a souffle. Other than this dessert, everything we tried, we enjoyed.

Since TAPS Fish House & Brewery served me one of the most memorable dishes I have ever tasted, I believe it is one of the best restaurants in the Inland Empire. I am still dreaming about THAT sea bass.

TAPS is open for lunch and dinner. A Sunday brunch from 10:00 a.m. until 2:00 p.m. with a Jazz band is offered for \$29.95. Private dining rooms are available also for wedding receptions, company luncheons and meetings. Located on 2745 Lakeshore Drive in Corona, call (951) 277-5800 for reservations or visit www.tapsfishhouse.com.

DID YOU HEAR THE LATEST NEWS?

You Can Become Part Of The Monthly Coupon Local Franchise Success Story

The Coupon Industry is thriving. 79% of the United States population uses coupons. Coupons have remained strong no matter what stage the economy is at.

Monthly COUPONS

It all begins in the Inland Empire

CURRENT LOCATIONS

Prices Terminate and Refill fast!

Monthly Coupon is a proud member of:

IFA IFA IFA

Start a Monthly Coupon Franchise in your Home Town!

(909)386-0550

www.monthlycoupons.com

GABRIEL ENVIRONMENTAL SERVICES

Reliable & Timely Service Nationwide

866-4-PHASE I • 951-545-0250

www.gabriel-environmental.com

• Phase I • Phase III • Mold
• Phase II • Asbestos • Lead

NEW BUSINESS County of San Bernardino

AGAINST ALL ODDS INSURANCE SERVICES
16429 WALNUT ST
HESPERIA, CA 92345

ALL STAR BEDDING COMPANY
355 W OAK ST
SAN BERNARDINO, CA 92401

ANITA'S CARPET & FURNITURE
1216 W MERRILL AVE
RIALTO, CA 92376

ANYTIME FITNESS OAK HILLS
13312 RANCHERO RD
OAK HILLS, CA 92344

ARLEEN'S LIEN SALE SERVICE
14465 MAIN ST #3
HESPERIA, CA 92345

ARROWHEAD N' HAIR
745 S OLD TOLL RD
BLUE JAY, CA 92317

ASSIST 2 SELL BUYERS & SELLERS CORP
247 E HIGHLAND AVE STE 105
SAN BERNARDINO, CA 92404

ASSURED TOWING
18571 HAWTHORN AVE
BLOOMINGTON, CA 92316

BETTERBALLSKILLS
6166 LA COSTA
FONTANA, CA 92336

BLACK HORSE CAPITAL CAPITAL DEVELOPMENT UNIKORN INC
42 S. WATERMAN
SAN BERNARDINO, CA 92408

BOSSEY DRIVE IN
1611 N E ST
SAN BERNARDINO, CA 92405
(909)886-3736

BUBBLES CLEANING SERVICES
2934 MARIGOLD AVE
ONTARIO, CA 91761

CABLELINK
605 NORMAN DR
SAN BERNARDINO, CA 92408
(951)902-4400

CAL-GRAPHICS
16126 MEDLAR LANE
CHINO HILLS, CA 91709

CALDERON CONSTRUCTION CO.
13480 DRIFTWOOD DR
VICTORVILLE, CA 92395

CALIFORNIA'S FINEST PROPERTIES
10681 FOOTHILL BLVD
SUITE 310
RANCHO CUCAMONGA, CA 91730

CHILLY ROCK 700, INC.
33694 YUCAIPA BLVD
SUITE 2
YUCAIPA, CA 92399
(909)790-7784

COBRA ELITE/SPECIAL INVESTIGATION UNIT
12381 ALDERBROOK DRIVE
RANCHO CUCAMONGA, CA 91739

CRAIG & SONS TERMITE & PEST CONTROL
481 BUSINESS CENTER CT
REDLANDS, CA 92373
(909)335-1486

CUT-UPS HAIR SALON
9648 9TH ST
HESPERIA, CA 92345

DE ELEGANZA
4295 JURUPA ST #214
ONTARIO, CA 91761

DEKOI MARKETING
24789 E COURT ST
SAN BERNARDINO, CA 92410

DESERT SPIRIT DRUM CIRCLE
MOTHER EARTH-FATHER SKY WELLNESS CENTER
53038 RED WHEEL DRIVE
MORONGO VALLEY, CA 92256

DUBOIS AVIATION
7000 MERRILL AVE BLDG 150
HANGER 69
CHINO, CA 91710

EASY SHOP MARKET
8694 ARROW RTE
RANCHO CUCAMONGA, CA 91730

EXCLUSIVE AUTO CARE PRECISION CLEAR BRA
4355 E LOWELL ST,
SUITE G
ONTARIO, CA 91761

EXPRESS HAIR SALON AND BARBER
311 N EUCLID AVE
ONTARIO, CA 91762
(909)983-1460

E3 FOUNDATION
6061 EAST AVENUE
ETTAWANDA, CA 91739

FAST FIX JEWELRY REPAIRS
5194 "A" MONTCLAIR
PLAZA LANE
MONTCLAIR, CA 91763

FELIPES FINANCIAL SERVICES
8333 FOOTHILL BLVD
STE 202
RANCHO CUCAMONGA, CA 91730

FLYIN EAGLE TRUCKING
18285 MANZANITA STREET
HESPERIA, CA 92345

FORMULA CONSULTING
1347 N ELDERBERRY AVE
ONTARIO, CA 91762

FREEDOM PLUMBING HEATING AIR CONDITIONING
13454 HOMESTEAD DR
VICTORVILLE, CA 92392

GOODWIN'S RETAIL SOFTWARE
23730 SHADY LN
CRESTLINE, CA 92325-4275
(909)556-7042

GREASE RAGS MANUFACTURING
12277 APPLE VALLEY RD
#128
APPLE VALLEY, CA 92308

HML SOUNDS
401 W CORNELL DR
RIALTO, CA 92376

HOOKS FINANCIAL SERVICES
130 E RIALTO AVE
RIALTO, CA 92376

HR AIR, INC
33630 WASHINGTON DRIVE
YUCAIPA, CA 92399

HUGO'S CONCRETE
605 NORMAN DR
SAN BERNARDINO, CA 92415
(818)652-0056

HURRICANE JANITORIAL SERVICES
6704 TOKAY AVE
FONTANA, CA 92336
(909)714-3408

IMPERIO MEXICAN RESTOVANTE IMPERIO REAL
201 E BASELINE RD
RIALTO, CA 92376

J.M. VELAZQUEZ TRUCKING
7461 AUTUMN CHASE DR
HIGHLAND, CA 92346

JUANS CLEANING SERVICE
9833 ALMERIA AVE
FONTANA, CA 92335

JUST BETWEEN FRIENDS
5370 SCHAEFER AVE
STE #K
CHINO, CA 91710

LIFE SPAN PHOTOGRAPHY
16205 SHADE TREE LANE
CHINO HILLS, CA 91709

M & M MEDICAL REPAIR SERVICES
25489 LOS FLORES DR
SAN BERNARDINO, CA 92404

MADISON CONSULTANTS
14516 THORNHURST DRIVE
VICTORVILLE, CA 92392

MAJOR IDENTITY MY IDENTITY
2185 W COLLEGE AVE
APT #3112
SAN BERNARDINO, CA 92407

MS. MARTHA'S DAYCARE
1993 W QUARTERMASTER ST
COLTON, CA 92324

MUSIC STEPS
16871 CANDLEWOOD RD
APPLE VALLEY, CA 92307

NAY 2 MUSIC
11315 MOUNT ABBOTT COURT
ALTA LOMA, CA 91737

NORMA'S FASHION AND DESIGN
10285 CENTRAL AVENUE
UNIT C
MONTCLAIR, CA 91764

PAM'S AUTO SALES
585 BIRCH COURT UNIT I
COLTON, CA 92324

PANINOS
3045 S ARCHIBALD AVE
SUITE #D
ONTARIO, CA 91761
(909)947-0606

PARADYME CHIROPRACTIC CENTER
341 W 2ND STREET,
STE #2
SAN BERNARDINO, CA 92401

PARK PLACE PROPERTIES
7240 COMISO WAY
RANCHO CUCAMONGA, CA 91701

PINNACLE PEAK Pinnacle Peak Restaurant Pinnacle Peak Steakhouse
2533 SO LA CADENA DR
COLTON, CA 92324

PREFERRED NON-EMERGENCY TRANSPORT,LLC.
15847 ASH ST
HESPERIA, CA 92345

QUALITY CLEANING
4356 NIELSON RD
PHELAN, CA 92371

RAINBOW INTERNATIONAL
15942 LOS SERRANOS COUNTRY CLUB DRIVE
D-424
CHINO HILLS, CA 91709
(909)816-4877

ROSE'S HOUSECLEANING
13659 KINGS CANYON CT
FONTANA, CA 92336

SABIO DATE HOME
5810 DATE AVE
RIALTO, CA 92377-3978

SAN BERNARDINO PICK A PART AUTO RECYCLERS
434 EAST SIXTH STREET
SAN BERNARDINO, CA 92410

SECURITY, INNOVATIONS AND INTEGRATIONS
1030 N MOUNTAIN AVE
STE 296
ONTARIO, CA 91762

SERVPRO OF SAN ANTONIO HEIGHTS SERVPRO OF UPLAND
1042 N MOUNTAIN AVE
#B450
UPLAND, CA 91786

STERLING MARKET
7576 STERLING AVE
SAN BERNARDINO, CA 92410

EZ AUTO MALL
397-F-NORTH CENTRAL AVENUE
UPLAND, CA 91786-7286

A - PLUS CLEANING CO
11686 HOLLYVALE AVE
VICTORVILLE, CA 92392
(760)947-1168

ACTIVE CARE CHIROPRACTIC
12608 SANTA FE TRAIL
VICTORVILLE, CA 92392

AGAPE HOUSE PROJECT LOAVES AND FISHES PROJECT NEW HOPE PROJECT
203 E G STREET
ONTARIO, CA 91764

AHORA ENTERTAINMENT AHORA PUBLISHING AHORA RECORDS
11750 MOUNT VERNON AVE, FF2023
GRAND TERRACE, CA 92313

ALTA GROOMING & PETS
659 E 15TH ST #P
UPLAND, CA 91786

ANDERSON TRUCKING SERVICES
2930 S VIRGINIA PL
ONTARIO, CA 91761

ANDREW CAMPOS CONSTRUCTION
7017 HELLMAN AVE
ALTA LOMA, CA 91701

AR SIGNS & LETTERS
528 S MOUNTAIN AVE
ONTARIO, CA 91762

BEST CLEANING PROPERTIES
1798 CONEJO DR
SAN BERNARDINO, CA 92404

BLANCA'S JANITORIAL SERVICES
2813 W BUENA VISTA DR.
RIALTO, CA 92377
(909)355-6715

BROOKS INVESTMENT GROUP
14132 MENDOCINO CT
FONTANA, CA 92336
(909)375-6890

BROWNSTONE INTERIOR DESIGN
6095 LORI LANE
SAN BERNARDINO, CA 92407

C PICENO TRUCKING
11563 SHAHAPTAIN AVE
HESPERIA, CA 92345

CABANA MAN
18978 MADRONE ST
HESPERIA, CA 92345

CALIFORNIA LEGAL SPECIALIST
1264 S WATERMAN AVE
SUITE 39
SAN BERNARDINO, CA 92408

CALIFORNIA REAL ESTATE & RENTAL SERVICES
7375 DAY CREEK BLVD
#103-102
RANCHO CUCAMONGA, CA 91739
(909)268-3889

G.M. BOOTLEG
13355 OAKS AVE
CHINO, CA 91710

GOLDEN LIFECARE REGISTRY
3405 SUGAR MAPLE COURT
ONTARIO, CA 91761

GREINER BUICK PONTIAC GMC
14555 CIVIC DRIVE
VICTORVILLE, CA 92394
(760)245-3451

CHARLIE'S ROOF & FLOORING
1392 LAUREL
COLTON, CA 92324

COLLETT'S BRAKE & WHEEL ALIGNMENT
17903 VALLEY BLVD
BLOOMINGTON, CA 92316

COLMAN EMERALD MINING COMPANY
201 N EUCLID AVE
UPLAND, CA 91786

CORPORATE KIDS/CYBERKLUB CK2
7701 HESS PLACE
SUITE 1
RANCHO CUCAMONGA, CA 91739

COTTONWOOD VILLAS
12188 CENTRAL AVE #619
CHINO, CA 91710

COUGHLIN & COMPANY
6007 RIDGEGATE DRIVE
CHINO HILLS, CA 91709

CROWN GRAPHICS
13737 REDWOOD STREET
CHINO, CA 91710

CRUCIFIXION
12274 MIRADO AVE
GRAND TERRACE, CA 92313-5425
(909)783-0256

DAHYA CONSULTANCY SERVICES DAHYA CONSULTING GROUP
14722 BORDEAUX LANE
CHINO HILLS, CA 91704

NEW BUSINESS County of San Bernardino

EDGARDOS CARPET CLEANING
1459 S EUCLID AVE
SUITE 18
ONTARIO, CA 91762

ELITE RENTALS & PROPERTY MANAGEMENT AND REAL ESTATE
7326 TACOMA TRAIL
STE A
YUCCA VALLEY, CA 92284

ENTERTAINMENT EXPRESS
280 N BENSON AVE
SUITE 9
UPLAND, CA 91786

FIRST CHOICE MORTGAGE
13801 ROSWELL AVENUE
SUITE D
CHINO, CA 91710

G.M. BOOTLEG
13355 OAKS AVE
CHINO, CA 91710

GOLDEN LIFECARE REGISTRY
3405 SUGAR MAPLE COURT
ONTARIO, CA 91761

GREINER BUICK PONTIAC GMC
14555 CIVIC DRIVE
VICTORVILLE, CA 92394
(760)245-3451

CHARLIE'S ROOF & FLOORING
1392 LAUREL
COLTON, CA 92324

COLLETT'S BRAKE & WHEEL ALIGNMENT
17903 VALLEY BLVD
BLOOMINGTON, CA 92316

DESERT PROTECTION
1508 S PALM CANYON
PALM SPRINGS, CA 92264

JADABUG'S BABY FURNITURE
80-150 HWY 111
STE C
INDIO, CA 92201

HYBRID MEDIA MARKETING
50660 EISENHOWER DR
#3122
LA QUINTA, CA 92253
P.O. BOX 5361
LA QUINTA, CA 92248

MP COMPUTER NETWORKS
45858 MICHELL LN
INDIO, CA 92201

ON THE ROAD WITH MIKE EVANS
30012 AVENIDA DEL YERMO
CATHEDRAL CITY, CA 92262

MAGNOLIA FLORIST
68-380 ESTIO ROAD
CATHEDRAL CITY, CA 92234

KADA-INTERIOR IMPROVERS
46725 CLINTON ST #154
INDIO, CA 92201

HEADSTONE RECORDS, LLC
35 W COLTON AVE
REDLANDS, CA 92346

HOME FASHION EXPO
10144 CENTRAL AVE
MONTCLAIR, CA 91763
(909)445-1733

HUMAN ASSET EXECUTIVE SERVICES
7701 HESS PLACE STE 1
RANCHO CUCAMONGA, CA 91739

IMAGE - A DIRECT HIRE FIRM
305 NORTH SECOND AVENUE #271
UPLAND, CA 91786-6064
(909)561-9733

INLAND FLATBED SPECIALTIES
1764 TURRILL AVE
SAN BERNARDINO, CA 92411

JAZZERCISE
2601 DEL ROSA AVE #107
SAN BERNARDINO, CA 92404

JEFFREY NESBIT ENTERPRISES, LLC
8568 MULBERRY AVE
FONTANA, CA 92335

LIVING WATERS MINISTRY
16726 SPRING ST
FONTANA, CA 92335

COAST TO COAST TRADING CO
41905 BOARDWALK STE T
PALM DESERT, CA 92211

B AND G PROPERTIES
79-891 BETHPAGE AVE
INDIO, CA 92201

DESERT COMPUTER TECHS
79624 MORNING GLORY COURT
LA QUINTA, CA 92253

H.L.W. ENTERPRISES
79624 MORNING GLORY COURT
LA QUINTA, CA 92253

MSR LIMITED
6301 HEATHERWOOD DR
RIVERSIDE, CA 92509

DISCOTECA Y MODA ANGEL
28306 OLD TOWN
FRONT ST
TEMECULA, CA 92590

ROYAL INDUSTRIES
3245 CORRIDOR DR
MIRA LOMA, CA 91752

CURRY COPY CENTER OF HEMET
1915 E FLORIDA AVE
HEMET, CA 92544

MECO
462 WEST RAMSEY ST
BANNING, CA 92220

PEGASUS SPIRIT RANCH
34180 ELLIOT RD
WINCHESTER, CA 92596

JERA
6766 PALMER CT
CHINO, CA 91710

JJ CLEANING SOLUTIONS
11875 A AVE
APT E
HESPERIA, CA 92345

JL CREATIVE GROUP
8770 STRANG LANE
ALTA LOMA, CA 91701

L&M PRECISION RUBBER GRINDING
725 N BENSON AVE #E
UPLAND, CA 91786
(909)985-5505

LAKESIDE HOME FURNISHINGS
42644 MOONRIDGE RD
BIG BEAR LAKE, CA 92315

LAST CHANCE MAINTENANCE SERVICE
6880 OUTPOST RD
JOSHUA TREE, CA 92252

LIGHTHOUSE TRANSPORT, LLC
2850 E CEDAR STREET
ONTARIO, CA 91761

NEW COLOR SCREEN PRINTING
10700 JERSEY BLVD # 670
RANCHO CUCAMONGA, CA 91730

PANADERIA EL CHARRO
5945 FREEDOM DR
CHINO, CA 91710

WORLD CLASS RESTORATION
6012 GRAND AVE
RIVERSIDE, CA 92504

VINO CHICK
1700 S ARABY DR APT 78G
PALM SPRINGS, CA 92264

RODS BY RUSTY
44235 YUCCA DR
INDIAN WELLS, CA 92210

KRISTINE LYNCH FOODS
2865 WILD SPRINGS LANE
CORONA, CA 92883

CASTLE MARKET & LIQUOR
4290 E FLORIDA AVE
HEMET, CA 92544

J & D HORSE TRANSPORTATION
30555 CURZULLA RD
MENIFEE, CA 92584

BUDGET TREE CARE
33136 LIME ST
LAKE ELSINORE, CA 92530

ELITE BUILDING MANAGEMENT
14354 SETTLERS RIDGE CT
CORONA, CA 92880

UNITED CONTRACTORS AND AUDIT INSPECTION SERVICES
79905 WESTWARD HO DR
LA QUINTA, CA 92253

LOOK REAL ESTATE
2292 CAMINO LARGO DR
CHINO HILLS, CA 91709

M BY ART JANITORIAL SERVICE
1480 E TAM OSHANTER ST
ONTARIO, CA 91761

M C FINANCIAL THE MAHR COMPANY
732 N MOUNTAIN AVE
SUITE C
UPLAND, CA 91786

METALART
4348 YUCCA MESA RD
YUCCA VALLEY, CA 92284

MINI DELICACIES
26624 9TH STREET
SUITE 230
HIGHLAND, CA 92346

MP3 INGLES
1855 AMBROSIA AVE
UPLAND, CA 91784

NEW COLOR SCREEN PRINTING
10700 JERSEY BLVD # 670
RANCHO CUCAMONGA, CA 91730

ALTERNATIVE PARTS RESOURCE
1040 S MT VERNON AVE
SUITE G-256
COLTON, CA 92324-4228

RAINBOW ESTATES
32654 HWY 18
LUCERNE VALLEY, CA 92356

RAMIREZ AUTO REPAIR
598 N H

NEW BUSINESS

County of Riverside

EXECUTIVE REALTY GROUP
41337 PINE TREE CIRCLE
TEMECULA, CA 92591

N & N TRUCKING
53219 SAVANNAH CT
LAKE ELSINORE, CA 92532

ODDYDIES
3558 LEMON ST #D
RIVERSIDE, CA 92501

F&S II TOWING & TRANSPORT
27141 CITRUS AVE
PERRIS, CA 92571

JUST TRUCKS
442 W ESPLANADE AVE
HEMET, CA 92583

STORMER, INC
40491 PASEO DEL CIELO
TEMECULA, CA 92591

RB&R RENOVATION & MAINTENANCE
4524 FOX TROT CIR
HEMET, CA 92545

CREATIVE TOUCH LINENS
17900 TIMBERVIEW DR
RIVERSIDE, CA 92504

AURORA FAMILY COUNSELING CENTER, INC
24977 WASHINGTON AVE
STE K
MURRIETA, CA 92562

SOUTH FORTY
6339 ETIWANDA AVE
MIRA LOMA, CA 91752

SUBWAY #11289
195 E ALESSANDRO BLVD
#8F
RIVERSIDE, CA 92508

BY FAITH, INC
11340 ESTATES CT
RIVERSIDE, CA 92503

ADVANTAGE LANDSCAPE
40040 ANNAPOLIS DRIVE
TEMECULA, CA 92591

FNF SUSPENDED SOLUTIONS
1023 W CREST VIEW ST
CORONA, CA 92882

WELD TECH
3092 BARN OWL DR
PERRIS, CA 92571

SELECT PROTECTION SERVICES
45304 ESMERADO COURT
TEMECULA, CA 92592

TERRANOVA TRUCKING & BOBCAT SERVICE
40755 CALLE TOLEDO
TEMECULA, CA 92592

G & L EXPRESS
149 TURQUOIS DR
PERRIS, CA 92570

KMT & ASSOCIATES
26373 ARBORETUM WAY
SUITE 1302
MURRIETA, CA 92563

FLEETWOOD LUMBER CO
641 WEIR DR
HEMET, CA 92545

DELICIOUS DELIVERY
26485 BALDY PEAK DR
SUN CITY, CA 92586

JAMES REED & ASSOCIATES
3512 CARLSBAD WAY
RIVERSIDE, CA 92506

ICED OUT JEWELRY
22500 TOWN CIRCLE 1019
MORENO VALLEY, CA 92553

WORLD DESIGNER FURNISHINGS
1493 VAQUERO RD
PALM SPRINGS, CA 92262

PYRAMID ORGANIC FOODS, INC
1333 S BELARDO
UNIT 602
PALM SPRINGS, CA 92264
P.O. BOX 4418
PALM SPRINGS, CA 92263

SPOT FREE MOBILE WASH
19755 FORD AVE
SKY VALLEY, CA 92241

T.L.C. HOME REPAIR SERVICES
19755 FORD AVE
SKY VALLEY, CA 92241

COACHELLA VALLEY PHYSICIANS
777 E TAHQUITZ CANYON
WAY
SUITE 39
PALM SPRINGS, CA 92262

AUTOMATED LEGAL SERVICES
2825 E TAHQUITZ CANYON
WAY
SUITE D1
PALM SPRINGS, CA 92262

BJ POOL
28290 AVE MARAVILLA
CATHEDRAL CITY, CA 9223
P.O. BOX 1223
CATHEDRAL CITY, CA 92235

PALM SPRINGS FINEST JEWELRY & COLLECTIBLES
278 N PALM CANYON DR
PALM SPRINGS, CA 92262

JAZZERCISE
73450 COUNTRY CLUB DR
#322
PALM DESERT, CA 92260

TR APPRAISAL SERVICE
49-671 WAYNE STREET
INDIO, CA 92201

CASCADE ICE CREAM
82-221 OLEANDER AVE
INDIO, CA 92201

FORGAN OF ST ANDREWS
77962 PALAPAS RD
PALM DESERT, CA 92211

CIRCLE HOME AND LOANS
48205 ALDER LANE
PALM DESERT, CA 92260

HOULDIN, ROBERT FRANK
48205 ALDER LANE
PALM DESERT, CA 92260

JB ASSOCIATE GROUP
74155 CANDLE WOOD ST
#B
PALM DESERT, CA 92260
P.O. BOX 1222
RANCHO MIRAGE, CA 92270.

ROUGH-N-IT
2033 N SAN ANTONIO RD
PALM SPRINGS, CA 92262

NEIL'S APPAREL
73790 EL PASEO
PALM DESERT, CA 92260

RELIABLE REO SERVICES
132 VIA SOLARO
RANCHO MIRAGE, CA 92270

ATLAS ENTERPRISES
18026 SHADYSIDE LANE
RIVERSIDE, CA 92504

NANJO
425 W LA CADENA DR #16
RIVERSIDE, CA 92501

E.V.M. ENERGY VITALITY MINISTRY
37070 MASON AVE
MURRIETA, CA 92563

FUGUS SUSHI & GRILL
1299 UNIVERSITY AVE
BLDG E,
STE 104
RIVERSIDE, CA 92507

I.E.B.S.H.A. INLAND EMPIRE BUFFALO SOLDIERS HERITAGE ASSOCIATION, THE
20584 OLD ELSINORE RD
PERRIS, CA 92570
P.O. BOX 366
RIVERSIDE, CA 92502

ALL-PRO PAINTING, INC
101 GRANITE ST
STE. C
CORONA, CA 92879

HAIR ART STUDIO
4955 SELSPAR #B
RIVERSIDE, CA 92509

WHITECORE CONCRET SAWING & DEMOLITION INC
3035 DAVID ST
RIVERSIDE, CA 92506

F&O NILSON GROUP
27841 INVITATION DR
SUN CITY, CA 92585

FFC
109 E 11TH STREET #2-B
CORONA, CA 92879

STREAMLINE FITNESS
5090 MEADOW WAY
BANNING, CA 92220

SANDS MOTEL
10625 MAGNOLIA AVE
RIVERSIDE, CA 92505

AMERICAN GROUND COVER
9880 INDIANA AVE #11
RIVERSIDE, CA 92503

ACE GENERAL SERVICES
1013 W 6TH ST
CORONA, CA 92882

FIRST NATIONAL FNIL
6858 SWEETCLOVER CT
CORONA, CA 92880

THUNDER ROCK CONSULTING
10811 CLEVELAND AVE
RIVERSIDE, CA 92503

AT YOUR SERVICE
33355 FOX ROAD
TEMECULA, CA 92592

IN HIS RIGHTEOUSNESS
30759 GRAND VIEW CIR
TEMECULA, CA 92591

BALANCED LIFE COACHING
29889 HAZEL GREEN RD
MURRIETA, CA 92563

ANDY'S WROUGHT IRON
1157 MAIN ST
RIVERSIDE, CA 92501

QUEST HOME INSPECTION PROFESSIONALS
41767 BOREALIS DR
TEMECULA, CA 92592

NATURAL PET FOOD & SUPPLIES
29992 HUNTER RD
STE 107
MURRIETA, CA 92563

1 SOURCE MARKETING GROUP
40449 CORRIGAN PLACE
TEMECULA, CA 92591

EXTREME O2 EXPERIENCE
31767 VIA CORDOVA
LAKE ELSINORE, CA 92530

JEFFERSON LIQUOR
27315 JEFFERSON AVE
TEMECULA, CA 92590

R&E RENTALS
4920 MARTIN ST
MIRA LOMA, CA 91752

GCA HEATING AND AIR
721 RAPHAEL CIRCLE
CORONA, CA 92882

V.A. CLEANING SERVICE
12661 AHERTON DR
MORENO VALLEY, CA 92555

UP YOUR ALLEY
41973 6TH STREET
TEMECULA, CA 92590

PHO VY
1675 EAST 6TH ST
BEAUMONT, CA 92223

MISSION DEI COMMUNITY CHURCH
8223 CALIFORNIA AVE
RIVERSIDE, CA 92504

LEGACY MARKETING
16701 KRAMERIA AVE
RIVERSIDE, CA 92504

EVERGREEN TOOL WORKS
11412 ARIZONA AVE
RIVERSIDE, CA 92503
P.O. BOX 70295
RIVERSIDE, CA 92513

GEM-DANDY
1695 WOODLANDS RD
BEAUMONT, CA 92223

HEAVENSENT ENTERPRISES
14125 ALMONDGROVE CT
CORONA, CA 92880

J.V. SATELLITE
7525 JURUPA AVE
RIVERSIDE, CA 92504

ROYAL PANDA
33195 HWY 79 SOUTH #E
TEMECULA, CA 92592

DOCUMENT & APPLICATION ASSISTANT CENTER
2055 N PERRIS
BLVD A-9
PERRIS, CA 92571

ABC DESIGNS 2 SIGNS
41548 EASTMAN DR
STE H
MURRIETA, CA 92562

PROUD GARDENS LANDSCAPING AND MAINTENANCE
32872 TURTLEDOVE DR
LAKE ELSINORE, CA 92530

JONES FINISH CARPENTRY
28857 EDENTON WAY
TEMECULA, CA 92591

FULL BELLY DELI
26760 JEFFERSON AVE
STE 105
MURRIETA, CA 92562

HAAGEN-DAZS
49500 SEMINOLE DR
CABAZON, CA 92230

TAN SO BACK
11145 ARIZONA AVE
RIVERSIDE, CA 92503

DESERT HOT SPRINGS DIGEST
15300 PALM DRIVE #168
DESERT HOT SPRINGS, CA 92240

SANTA ROSA DEL VALLE MEDICAL GROUP
81-893 DR CARREON BLVD
STE #4
INDIO, CA 92201

SANTA ROSA DOOR CO
42510 AEGEAN ST
INDIO, CA 92203

ALEJANDRO'S CARPET CLEANING
84-413 CORTE LORETO
COACHELLA, CA 92236

SOCRATES STEAM CLEANING
47421 BAHAMA CT
INDIO, CA 92201

COMMAND CENTER GET ALARMED SECURITY
45-450 TOWNE ST
INDIO, CA 92201

JDP 99 CORPORATION
51657 HARRISON ST
COACHELLA, CA 92236

AQUARIUS SALON & DAY SPA
82013 DR CARREON BLVD
STE J
INDIO, CA 92201

UNITED LANDSCAPE
10692 CACTUS DR
DESERT HOT SPRINGS, CA 92240

DESERT DINING DIRECTORY
76951 NEW YORK AVE
PALM DESERT, CA 92211

SPIRITUAL AND PSYCHIC COUNSELING BY DIANA
91110 5TH STREET
MECCA, CA 92254

STAGEDHOMESAND-MORE.COM
2824 W SUNDANE CIR
PALM SPRINGS, CA 92262

BARRY AUSTIN PHOTOGRAPHY INC
2 BOOTHILL CIRCLE
RANCHO MIRAGE, CA 92270

STILLIANI PRODUCTIONS
1159 GANADOR CIR
PALM SPRINGS, CA 92262

SQUEAKY CLEANER, THE
17616 SUTHERLAND AVENUE
LAKE ELSINORE, CA 92530

AMR FINANCIAL
7251 WHITE OWL CT
CORONA, CA 92880

DAN'S WINE SHOP
73-360 HWY 111 #1
PALM DESERT, CA 92260

J&J KARAOKE BAR
21388 TENNYSON ROAD
MORENO VALLEY, CA 92557
P.O. BOX 10257
MORENO VALLEY, CA 92552-0257

INLAND EMPIRE People and Events



The Fontana Unified School District Board of Directors presented the FUSD with the 2008 Best B.E.T. FUSD Board Members. (L to R): Gus Hawthorne, board member, Jane Smith, superintendent, Laura Mancha, board member (behind check), Arleen Piazza, board member, (in front of check), Dr. Bill Wong of Best B.E.T., Everett Thompson, chairman of the board Fontana Chamber of Commerce, Kathy Binks, board member, David Pulido, president Fontana Chamber of Commerce. Absent was Julie Ramos, board member.



Honored at the Palm Spring's Chamber of Commerce annual ATHENA awards luncheon. (L to R): Evelyn Valentino (Terra Award); Lucille Fostvedt, MD (ATHENA Entrepreneurial Award); and Robin Montgomery (ATHENA Corporate Award).



Pamela Cute, Ph.D., was the featured keynote speaker at the 2007 Inland Empire Women's Conference held at Etiwanda Gardens in Rancho Cucamonga. Pictured is the conference committee.



Dorothy Grzeskowiak pictured with Moreno Valley Chamber Executive Director Oscar Valdepeña, was honored as the 2008 Citizen of the Year at the Moreno Valley Chamber of Commerce Installation & Awards Dinner.



Merle Norman Cosmetics of Moreno Valley owners Meli and Eric Van Natta seen here with 65th District Assemblyman Paul Cook were awarded the 2007 Small Business Award by the Moreno Valley Chamber of Commerce.



Fontana Mayor's 2008 Business Roundtable was held at the Sierra Lakes Country Club. A breakfast session hosted Fontana's mid- and upper-management and the noon session hosted local business leaders.



For more info. call Carrie at the Chamber 909-987-1012.

Copper Mountain Resort – forget the beach

By Christine Rolfe

Standing at the base of Copper Mountain, I heard a voice...“She’ll take our picture, she’s a ‘mom.’” “Who me?,” I replied. “Oh, you should be proud. Most ‘moms’ choose the beach for vacation.”

Okay, the voice was right. Like most ‘moms,’ I like to take pictures of the family. And unlike most moms, I don’t mind bundling up in three layers of insulated clothing (as flattering as Frosty the Snowman) for a day on the slopes. So there I was, wearing the proper clothing and looking rather “puffy” at the bottom of Copper Mountain.

Yes, you need to take more luggage than a trip to Hawaii. And yes, it takes a bit more work than laying face up in the hot sand. But given proper planning, a little patience and the right resort, a trip to the mountains provides the perfect playground for the entire family. Copper Mountain is that perfect family playground, and I was ready for some playtime with my husband and 10-year-old son.

There are a few distinct reasons why we chose Copper Mountain for our playground.

First, Copper Mountain has 2,450 acres of ski/ride terrain and is just two hours from the Denver International Airport. The drive is

relatively “easy” with no hair-raising tight turns or steep passes.

Second, the mountain’s terrain is naturally divided into three areas to ski and ride, with three distinct villages catering to each “neighborhood.” Union Creek is ideal for beginners with easy terrain and slow lift rides; the center Village at Copper caters to intermediate (and beginners that have mastered the lifts); and East Village and the upper Tucker Mountain has chutes and bowls for the expert skier/rider. The layout of the mountain ensures that the cautious beginner and the adrenaline-seeking expert don’t have to meet...at least until the après ski activities.

Third, the resort offers plenty of activities to complement a day on the mountain:

Ski & Ride School: Whether it’s your first year (or 25th year), the instructors at Copper make learning fun. My family had a three-hour private lesson which was such a great experience that I have committed to having one every season. Our instructor, Doug Sakata, certainly impressed us all. Fifteen minutes into the lesson, my son was thrilled to already have learned new “tricks.” He even thanked me (yes, thanked me) for convincing



The covered bridge welcomes guests as they enter the Village at Copper.

him to have the lesson. Doug was challenged by my 25 years of bad ski habits, but was very positive and motivating. My husband was even able to learn a few new “tricks” after Doug’s expert advice. Full day private lessons are \$510; half-day private lessons are \$390. (A total of 4-6 people a lesson.) Call 866-464-4432 for reservations.

The Tubing Hill: Located in the East Village, the Tubing Hill provides amusement park-like thrills for kids and adults who like speed and adventure. There are five lanes, each ranging in speed (and bumps/jumps). My family favored the fast lanes, trying every downhill option: the train, circle link and the ankle grab. The ankle grab was the overall favorite (face your partner, grab their ankles and hold on as the attendee at the top of the hill spins you down). You experience speed with a mix of G-force pulling you away from your partner. Hour-long sessions begin at the top of each hour and kids must be 36 inches tall. Tickets for kids 12 and up are \$18; adults are \$22. Sign up at Guest Services in the lodge below the SuperBee Chairlift.

Ice Skating: Rent your skates at Chubs, located on West

Lake in the center Village at Copper. The rental fee of \$10 is worth seeing your husband on skates. We had quite a good time playing “tag,” until our ankles started to hurt. When you’re done, enjoy one of Chubs dessert crepes (I loved the caramel apple crepes). Skate anytime from 10:00 a.m. – 9:00 p.m.

Kids in the Kitchen at Pizza Carlo: At Pizza Carlo, located in the center Village at Copper, kids can make their own pizza – choosing which and how much toppings they want. But be careful, my son asked for hot sauce, which was quickly intercepted. Besides getting his personalized chef’s hat, the best part (according to my son) was creating the dessert pizza (which was in addition to the main-course pizza). Chocolate syrup, marshmallows, M&Ms and sprinkles smothered most of his pizza. He also carved out a section just for me with apples, caramel and brown sugar crumbles. Yes, I love my caramel apples! Kids in the Kitchen is available every Tuesday until April 1, 2008 and costs \$60. The meal serves a family of four and reservations are required. (Call 970-968-3112.)



The East Village at Copper is home to the Coca-Cola tubing hill, The Super Bee Lift, Copper Station and some of the mountain’s most challenging terrain.